

June 13th, 2022

BALAS 2022
CERTIFICATE OF PARTICIPATION

As organizers of BALAS 2022 Annual Conference we hereby certify that **VERA BUTKOUSKAYA** has presented the paper **“THE ROLE OF GOVERNMENT POLICY COMMUNICATIONS (GPC) QUALITY AND CONSISTENCY IN PROMOTING ENTREPRENEURSHIP: AN APPROACH FROM INTEGRATED MARKETING COMMUNICATION (IMC)”** in the Marketing Track of this year’s Conference. We thank you for your valuable participation in our yearly international academic event.



Sergio Olavarrieta

BALAS President

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