

**From:** 2023 AMA Winter Academic Conference notifications@exordo.com  
**Subject:** Thank You For Presenting in the 2023 Winter AMA Conference  
**Date:** 16 February 2023 at 19:28  
**To:** vera.butkouskaya@gmail.com



06 - 12 February 2023

## 2023 AMA Winter Academic Conference

<https://amawinter2023.exordo.com>

Dr. Vera Butkouskaya,

This letter is to confirm your participation in the 2023 AMA Winter Academic Conference with you submission titled "."

Oral

### Brand Strategy for New Brands and New Markets

7:00am - 8:15am, Monday, 6 February 2023

2 other presentations

### INTEGRATED MARKETING COMMUNICATIONS (IMC) AS A DYNAMIC CAPABILITY FOR SMES PERFORMANCE: COMPARISON OF DEVELOPED AND EMERGING ECONOMY

» Presented by Dr. Vera Butkouskaya (🇷🇺 Russian Federation) - HSE University

2 other presentations

#### CHAired BY

Prof. Chia-Lin Lee (🇹🇼 Taiwan) - National Taiwan University of Science and Technology

We are pleased that you were able to present at our conference. Your thoughtful remarks bring enormous value to the academic experience and to the American Marketing Association as a whole, and we are grateful for this service.

Please contact me if you have any questions or need additional information.

Thank you,

Hannah Finkelstein

American Marketing Association

Assistant Manager, Academic Communities

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