

## CERTIFICATE OF CONFERENCE PARTICIPATION

July 23, 2023

Dear Vera Butkouskaya,

This is to certificate that Vera Butkouskaya (HSE University) has participated in the 2023 Global Marketing Conference at Seoul and given an oral academic presentation during July 20<sup>th</sup>-23<sup>rd</sup>, 2023.

**Conference: 2023 Global Marketing Conference at Seoul**

**Conference Time: July 20<sup>th</sup>-23<sup>rd</sup>, 2023**

**Conference Venue: Lotte Hotel Seoul and Yonsei University**

**Title of Presentation: THE IMPACT OF SUSTAINABLE MARKETING ACTIVITIES ON  
TOURISTS' BEHAVIORAL INTENTIONS: THE MEDIATING ROLE OF EVENT  
IMAGE AND PERCEIVED VALUE**

Please do not hesitate to contact us if you have any questions regarding this case.

Sincerely,

***Kyung Hoon Kim, DBA***

General Secretary

Organizing Committee

2023 Global Marketing Conference at Seoul

Executive Secretary

Global Alliance of Marketing & Management Associations

Professor

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