

CERTIFICATE

OF PARTICIPATION

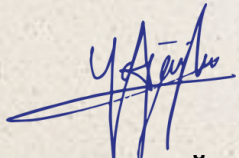
THIS CERTIFICATE IS PROUDLY PRESENTED TO

Kemal BUYUKTAS

in oral and technical presentation recognition and appreciation of research contributions to 10. INTERNATIONAL
MEDITERRANEAN SCIENTIFIC RESEARCH AND INNOVATION CONGRESS 11-12 APRIL 2026 ANTALYA

with the paper entitled

**" From Transactional Loyalty To Behavioral Engagement: A Data-Driven Framework
For Customer Value Creation In Omnichannel Retail "**



YASEMIN AĞAOĞLU
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