

# ICIEMC 2024

International Conference on Innovation and Entrepreneurship in Marketing and Consumer Behaviour  
June 27 – 28, Aveiro, Portugal

## PAPER PRESENTATION CERTIFICATE

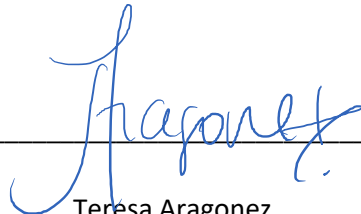
We hereby state that **João Miguel Lopes, Sofia Gomes & Irina Saur-Amaral** presented the scientific paper with the title “*Brand Storytelling e Transmedia – Uma Revisão Sistemática da Literatura*” at the scientific conference **ICIEMC 2024 – International Conference on Innovation and Entrepreneurship in Marketing and Consumer Behaviour**.



Irina Saur-Amaral  
ICIEMC 2024 Conference Chair



Sandra Filipe  
ICIEMC 2024 Conference Chair



Teresa Aragonez  
ICIEMC 2024 Conference Chair