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**Abstract:** The proceedings contain 24 papers. The topics discussed include: the use of celebrity endorsement in social media advertising and its impact on online consumers' behavior: the Lebanese scenario; online video games as distribution channel for retail brand voucher; research on the relationship between corporate relationship marketing and financial performance: a case study of bright dairy; can country risk rating, economic policy uncertainty, investor sentiment and oil prices forecast emerging markets equity returns?; a practice of the Chinese stock market-based medium-long-term momentum investment; determinants of capital structure: a comparison between Sharia-compliant and Sharia non-compliant firms in Indonesia; value governance, digital divided and economic inequality in Italy during the COVID 19 emergency; and is the economic growth of a country explained by the banking system or the capital market? the ARDL model applied in the analysis for Ecuador.

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