

Bogotá  
2026

IPMA<sup>®</sup>  
14<sup>th</sup> Research  
Conference

IPMA<sup>®</sup>  
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## 14<sup>th</sup> IPMA Research Conference 2026 CERTIFICATE OF PRESENTATION



This is to certify that:

**José Luis Roncancio Castillo**

Has successfully presented the **Full Paper** accepted for the  
14<sup>th</sup> IPMA Research Conference held in Bogotá, Colombia.

MANUSCRIPT DETAILS:

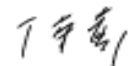
ID 227 | STRATEGIC MARKETING MODEL FOR DIGITAL TRANSFORMATION AND  
INNOVATION OF THE VALUE CHAIN IN MICROBUSINESSES IN BOGOTÁ

AUTHORS:

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We sincerely appreciate your valuable contribution to the conference.  
Your expertise and dedication have been instrumental in ensuring  
the academic quality of this event. Your commitment to research and  
excellence is invaluable to the global project management community.

We hope to collaborate with you again in the future.

  
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