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Centrum PUCP Business School, Lima, Perú
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Celebrating 100 Years of Diplomatic Collaboration between Poland and Perú

22nd International Conference ECONOMICS - FINANCE - MANAGEMENT (ICEFM2024)

with a leading theme for the 22nd edition


Balancing Contemporary Challenges With Innovability

30 – 31 May 2024 | Lima | Perú

Perú Time	T.L. Saaty Decision-Making Hackathon: Innovability Challenge (online format) PROBLEM TO BE SOLVED: “Smart mobility for a sustainable Lima”
06:00 – 13:00	DAY 1 – Friday, May 17, 2024
06:00 – 06:30	<i>Welcome to the T.L. Saaty Decision-Making Hackathon</i> Rozann Saaty (President of Creative Decisions Foundation, USA) Anna Florek-Paszowska (Conference Chair, Centrum PUCP Business School, Perú)
06:30 – 08:30	<i>Unlocking Decision-Making Potential with Generative AI</i> Elena Rokou
08:30 – 09:00	Coffee break
09:00 – 10:00	<i>Python and AHP: Bridging Theory with Practice</i> Elena Rokou
10:00 – 11:30	<i>Analyzing Decision Factors: Benefits, Opportunities, Costs, and Risks</i> Elena Rokou
12:00 – 13:00	<i>Welcome our Business Partner: Smart Mobility for a Sustainable Lima, Municipality of Lima - Elvira Moscoso</i> (Urban Mobility Manager of the Municipality of Lima) Anna Florek-Paszowska
08:00 – 14:30	DAY 2 – Saturday, May 18, 2024
08:00 – 09:00	<i>Optimization, Resource Allocation, and AHP</i> Elena Rokou
09:00 – 10:00	<i>Charting Your Course: Strategy Sessions with Industry Experts</i> Denis Zarate Torres, Ana Cecilia Reyes
10:00 – 12:30	<i>Cracking the Code: Problem-Solving in Team Breakouts</i>
12:30 – 14:30	<i>From Models to Solutions: Crafting Compelling Presentation Cases</i>
06:00 – 09:30	DAY 3 – Sunday, May 19, 2024
06:00 – 07:00	Showcasing Innovation: Project Presentations and Feedback Sessions – <i>1st round of presentations (2 parallel sessions)</i> – Judges: Monica Garcia Melon, Milagros Pereyra-Rojas, Marcel Minutolo, Anna Florek-Paszowska, Valerio Salomon, Bolajoko Dixon-Ogbechi
07:00 – 07:30	Coffee break
07:30 – 08:30	<i>Finalists present their projects – 2nd round of presentations</i> Judges: Rozann Saaty, Enrique Mu, Luis Vargas, Marcel Minutolo, Anna Florek-Paszowska, Carlos Barzola, Milagros Ramos la Torre
08:30 – 09:00	Coffee break/Judges deliberate
09:00 – 09:30	<i>Celebrating Success: Awards Presentation and Hackathon Closure</i> – Rozann Saaty, Anna Florek-Paszowska

Perú Time	DAY 1 - Thursday, May 30, 2024
09:00 – 09:45	Guests' registration and welcome coffee
	Master of Ceremony: Exequiel Albeiro (Sustainability Coordinator, Positive Impact Office, Centrum PUCP Business School, Perú)
09:45 – 10:00	Official Opening (Room: Auditorium)
	Anna Florek-Paszowska (Conference Chair, Centrum PUCP Business School, Perú) Anna Ujwary-Gil (Conference Chair, Institute of Economics, Polish Academy of Sciences, Poland) Urszula Skorupska (Director of Institute of Economics, Polish Academy of Sciences, Poland) Beatrice Avolio (Dean of Faculty, Centrum PUCP Business School, Perú)
10:00 – 10:15	Opening Ceremony Speech (Room: Auditorium)
	Percy Marquina (General Director of Centrum PUCP Business School, Perú) – <i>Innovability: The mission of the Centrum PUCP in shaping the future of business and leaders of change</i>
10:15 – 10:45	Honorary Guests (Room: Auditorium)
10:15 – 10:25	Antonina Magdalena Śniadecka-Kotarska (Ambassador of Poland in Lima, Perú)
10:25 – 10:35	Augusto Morelli Salgado (General Director for Economic Promotion, Ministry of Foreign Affairs, Perú)
10:35 – 10:45	Dariusz Latoszek (Representative of Ministry of Economic Development and Technology, Poland)
10:45 – 11:45	Keynote Speakers (Room: Auditorium)
10:45 – 11:15	Michał Krawczyk (Vice President of National Chamber of Commerce, KIG, Poland) – <i>Polish-Peruvian cooperation in relation to the economic challenges of both countries</i>
11:15 – 11:45	Iván De la Vega (Director of the Innovation and Sustainability Observatory of Centrum PUCP Business School, Perú) – <i>Innovability and the future: Redefining global priorities for a sustainable tomorrow</i>
11:45 – 12:00	Coffee break
12:00 – 13:00	OPENING PANEL SESSION ON INNOVABILITY (1) (Room: Auditorium) Chairs: Iván De la Vega & Ruben Guevara (Centrum PUCP Business School, Perú)
12:00 – 12:15	Erik Jon Byker (University of North Carolina at Charlotte USA) – <i>Education for innovability</i>
12:15 – 12:30	Monika Klimontowicz (University of Economics in Katowice, Poland) – <i>Banks' innovability: The empirical approach</i>
12:30 – 12:45	Giulio Marchena Sekli & Luciano Barcellos-Paula (Centrum PUCP Business School, Perú) <i>"Innovability" dynamics in carsharing: Assessing the determinants influencing owners to offer vehicles in Rento, Perú's first P2P carsharing</i>
12:45 – 13:00	Discussion panel
13:00 – 14:00	Lunch

14:00 - 15:00	PANEL (2) – <i>The Legacy of Thomas L. Saaty: Why AHP is more relevant than ever to address social problems and innovability</i> (Room: 207-208) Chairs: Enrique Mu (Editor in Chief, IJAH, Carlow University, USA) & Anna Florek-Paszkowska (Centrum PUCP Business School, Perú)			
	Rozann Saaty (President of Creative Decisions Foundation, USA); Milagros Pereyra-Rojas (Executive Director, Latin American Studies Association, LASA, USA) – Moderator; Valerio Salomon (Sao Paulo State University, Brazil); Jose Manuel Magallanes (PULSO Director of PUCP and prior technical advisor to the Office of the President of Perú)			
15:00 – 15:30	Coffee break			
15:30 - 17:30	PARALLEL SESSION (3) (Room: 201) Chairs: Valerio Salomon (Sao Paulo State University, Brazil) & Milagros Pereyra-Rojas (Executive Director, Latin American Studies Association, USA)	PARALLEL SESSION (4) (Room: 202) Chairs: Monika Klimontowicz (University of Economics in Katowice, Poland) & Sergio Chi6n Aguirre (Centrum PUCP Business School, Perú)	PARALLEL SESSION (5) (Room: 203) Chairs: Piotr Łasak (Jagiellonian University, Poland) & Nicolas A. N6ñez (Centrum PUCP Business School, Perú)	PARALLEL SESSION (6) (Room: 204) Chairs: Mariusz Pr6chniak (Warsaw School of Economics, Poland) & Govind Seepersad (The University of the West Indies, West Indies)
15:30 – 15:45	Claudemir Tramarico (Sao Paulo State University, Brazil), Pedro Palominos (Universidad de Santiago, Chile), & Val6rio Salomon (Sao Paulo State University, Brazil) - <i>Enhancing circular supply chain implementation: Multi-criteria analysis with the Analytic Hierarchy Process</i>	Susanne Durst (Reykjavik University, Iceland) & Małgorzata Zięba (Gdansk University of Technology, Poland) – <i>Mapping risks related to knowledge in AI-supported organizational settings</i>	Jos6 Carlos V6liz Palomino & Pablo Jos6 Arana Barbier (Centrum PUCP Business School, Perú) – <i>Factors that impact innovation in countries</i>	Mariusz Pr6chniak (Warsaw School of Economics, Poland) – <i>Inflation expectations and macroeconomic results. Empirical analysis for selected European countries</i>
15:45 – 16:00	Iv6n Luis Infanz6n Guti6rrez (Pontificia Universidad Cat6lica del Per6, Per6) & Alvaro Talavera (Universidad del Pac6fico, Per6) – <i>ANP model for generating vulnerability indicators and mitigation policies for earthquakes</i>	Diogo Cruz (Digital Transformation & Innovation Leader, Brazil) & Flavia Braga Chinelato (Centrum PUCP Business School, Per6) – <i>Digital transformations: A practical application and results in food retailing</i>	Pedro Villegas (Centrum PUCP Business School, Per6) – <i>Dividend policy and life cycle theory: The case of Per6 and Colombia</i>	Yuji Sato (Graduate School of Management, Chukyo University, Japan) – <i>How to proceed public sector reform: An approach with an empirical verification</i>
16:00 – 16:15	Carlos Ag6ero Olivos (Centrum PUCP Business School, Per6) – <i>Las finanzas conductuales y la decisi6n de inversi6n verde para la sostenibilidad en el Per6: Tendencias, retos y oportunidades</i>	Alicia De la Torre Rojas & Iv6n de la Vega (Centrum PUCP Business School, Per6) – <i>Exploring the key components for responsible and competitive digital innovation</i>	Agnieszka W6jcik-Czerniawska, Zbigniew Grzymała (Warsaw School of Economics, Poland), & Elżbieta Pohulak-Żoł6dowska (Wroclaw University of Economics and Business, Poland) – <i>Analysis of electronic banking security problems</i>	Tynessa Gay & Govind Seepersad (The University of the West Indies, Trinidad and Tobago) – <i>Assessing the priority of food security in disaster planning: a systematic review of disaster resilience frameworks</i>
16:15 – 16:30	Risley Rengifo Tello (Universidad Privada del Norte, Per6) & Alvaro Talavera (Universidad del Pac6fico, Per6) – <i>Integrated model for university performance evaluation: Analytic Hierarchy Process (AHP) and fuzzy inference systems approach</i>	Juan Antonio Lillo Paredes (San Ignacio de Loyola University, Per6) – <i>Improving sustainable finance education: Leveraging Bloomberg technology, generative artificial intelligence, and predictive machine learning models</i>	Romy Vasquez (Centrum PUCP Business School, Per6) – <i>The effect of financial constraints on the relationship between working capital and performance of SMEs</i>	Govind Seepersad (The University of the West Indies, West Indies), Ardon Iton (West Indies), & Michael Dalton (Inter-American Institute for Cooperation on Agriculture, St. Vincent and the Grenadines) – <i>Refining sector identification: An approach for identifying high-impact sectors in resource-constrained agriculture-based economies</i>

16:30 – 16:45	Sergio Chi3n Chac3n (Centrum PUCP Business School, Per3) – Hierarchical reasoning under a Markovian reality: The case of the Analytical Hierarchic Process	Carlos Arturo Hoyos Vallejo, Flavia Braga Chinelato, & Eduardo Pardo (Centrum PUCP Business School, Per3) – <i>Unpacking the influence of meal integrity and service excellence on digital consumer contentment and allegiance in the online food delivery marketplace</i>	Manuel D3az-Gamarra (Pontificia Universidad Cat3lica del Per3, Per3) – <i>Resistance to the adoption of electronic payment methods in micro and small businesses in Per3</i>	Julianna Ram3rez-Lozano (Centrum PUCP Business School, Per3), Ana Garcia-Lopez, & Valentin Molina-Moreno (University of Granada, Spain) – <i>Study on business management of artisanal microenterprises in the textile sector in emerging countries. The case of Chinchero, Cusco, Per3</i>
16:45 – 17:00	Luis Mendiola Contreras (Universidad ESAN, Per3) & Alvaro Talavera (Universidad del Pac3fico, Per3) - <i>Evaluation of innovation in Latin American metal mining: An application of fuzzy inference systems</i>	Diego Mauricio Bonilla Jurado (Centrum PUCP Business School, Per3) – <i>Effect of generative artificial intelligence on operational and strategic decision-making: Gender moderation</i>	Piotr 3sarak (Jagiellonian University, Poland) - <i>Platformization of banking sectors: The relations between regulatory changes, inclusiveness, and vulnerability</i>	Aneta Ewa Waszkiewicz & Sławomir Miklaszewicz (Warsaw School of Economics, Poland) – <i>The theory and practice of crowdfunding</i>
17:00 – 17:30	Discussion panel	Discussion panel	Discussion panel	Discussion panel
17:45	Transport to La Candelaria Feast (Pick-up point: Auditorium)			
19:00 – 24:00	<p>La Candelaria Feast and a Celebration of Per3: Traditional Flavors, Dances, and Live Music (Av. Francisco Bolognesi 292, Barranco 15063, Lima): https://lacandelariaPer3.com/ Price: \$55 (Includes transport)</p>  <p>Experience Per3's rich cultural tapestry with an exclusive evening at "La Candelaria Feast." As a highlight of our Polish-Per3vian event, this celebration offers an immersive journey through Per3's traditional flavors, captivating dances, and live music, presenting a unique opportunity for cultural exploration and networking.</p> <p>Immerse yourself in a three-hour spectacular featuring eight traditional dances representing Per3's coast, mountains, and jungle, including the iconic Marinera Norteña. Led by an engaging and professional host or master of ceremonies, a live orchestra brings the show to life. The music ensemble not only provides the soundtrack for the dances but also plays contemporary live music for dancing, making it a vibrant celebration of Per3vian culture.</p> <p>La Candelaria Feast is not just a meal, it's a gateway to the vibrant heart of Per3vian culture. This event perfectly blends leisure and networking, set against Per3's enchanting traditions. As part of our Polish-Per3vian collaboration, it underscores the importance of cultural exchange and its enrichment of professional environments. For those eager to dive deeper into Per3vian culture or looking to connect with fellow enthusiasts and professionals, La Candelaria Feast promises an evening of unforgettable experiences and potential collaborations.</p> <p>Join us to celebrate the rich Per3vian heritage and make meaningful connections in an atmosphere of festive elegance and cultural appreciation!</p>			
Posters	<p>Aleksander Jakimowicz (Institute of Economics, Polish Academy of Sciences, Poland) – <i>Energy perspectives of the world economy</i></p> <p>Piotr W3sowski (Warsaw School of Economics, Poland) – <i>The digital transformation challenges of art market companies - on the example of Poland</i></p>			

Perú Time	DAY 2 - Friday, May 31, 2024			
	OPENING BUSINESS SPEECH (7) (Room: Auditorium)			
09:00 – 09:15	Carlos Alberto Rodrich Portugal (General Director of the Hub UDEP Innovation and Entrepreneurship Center, University of Piura, Perú) – <i>Academia-company link: Business case, University of Piura and PAD School of Management</i>			
09:15 – 10:45	PLENARY BUSINESS PANEL (8) (Room: Auditorium) Chair: Dariusz Latoszek (Ministry of Economic Development and Technology, Poland)			
09:15 – 10:00	Pitch Business Presentations: Marco Esparza (CEO, Alinti, Perú), César Ramírez (CEO, Vigilantium, Perú), Lorenzo Castillo (CEO, Junta Nacional del Café), Jorge Bravo & Sergio Hoyos Lazo (CEO, Firenze, Perú), Milagros Elizabeth Mallqui Landuro (General Manager, Importaciones & Exportaciones Armile SAC, Perú), Carlos Alberto Rodrich Portugal (General Director of the Hub UDEP Innovation and Entrepreneurship Center, University of Piura, Perú), Eduardo Venegas Villanueva (Corporate Manager of Communications and Sustainability, ISM, Perú), Luis Gabriel Caro (Director, Finac S.A.S, Colombia)			
10:00 – 10:30	Business roundtable			
10:30 – 10:45	Discussion panel			
10:45 – 11:15	Coffee break			
11:15 – 13:15	PARALLEL SESSION (9) (Room: 201) Chairs: Marta Janda-Janoszka (Jagiellonian University, Poland) & Pablo José Arana Barbier (Centrum PUCP Business School, Perú)	PARALLEL SESSION (10) (Room: 202) Chairs: Diana Dryglas (AGH University of Krakow, Poland) & May Portuguez-Castro (Centrum PUCP Business School, Perú)	PARALLEL SESSION (11) (Room: 203) Chairs: Anna Ujwary-Gil (Institute of Economics, Polish Academy of Sciences, Poland) & Jean Pierre Seclen-Luna (Pontificia Universidad Católica del Perú, Perú)	PARALLEL SESSION (12) (Room: 204) Chairs: Aleksander Jakimowicz (Institute of Economics, Polish Academy of Sciences, Poland) & Iván Manuel De la Vega Hernández (Centrum PUCP Business School, Perú)
11:15 – 11:30	Beatrice Avolio (Centrum PUCP Business School, Perú) – <i>The effects of global citizenship and awareness of need on the behavioral intention of volunteer tourists</i>	Tarlan Ahmadov (Tallinn University of Technology, Estonia), Susanne Durst (Reykjavik University, Iceland), Wolfgang Gerstlberger (Tallinn University of Technology, Estonia), & Quang M. Nguyen (University of Valencia, Spain) – <i>Moderating impact of firm size on the relationship between stakeholder pressure and circular economy practices in small and medium-sized enterprises</i>	Kelly Santander (Centrum PUCP Business School, Perú) – <i>Society 5.0 and Education 5.0: What will be the best path for the planet? A perspective from the Pacific Alliance</i>	Laura Zambrano & Ruben Guevara (Centrum PUCP Business School, Perú) – <i>Psychological capital and turnover intention: The mediating role of burnout among healthcare professionals</i>
11:30 – 11:45	Bruno Chaihuaque (Pontificia Universidad Católica del Perú, Perú) – <i>New perspectives on the enablers of servitization in the business landscape of emerging countries</i>	Zbigniew Grzymała, Agnieszka Wójcik-Czerniawska (Warsaw School of Economics, Poland), & Elżbieta Pohulak-Żołądowska (Wroclaw University of Economics and Business, Poland) – <i>Climate neutrality in the balance of economic growth</i>	Freddy Linares-Torres (Universidad del Pacífico, Perú), Kelver Contreras-Salazar & Brandon Salazar-Curichimba (Neurometrics, Perú), & Hans Contreras-Pulache (Universidad Norbert Wiener, Perú) – <i>Attention and comprehension of road safety advertisements with different textual designs: An exploratory study with eye-tracking</i>	Francisco Daniel Porles Ochoa & Ruben Guevara (Centrum PUCP Business School, Perú) – <i>The strategic role of clean energy innovation in the relationship between corporate carbon footprint and corporate profits: A systematic literature review</i>

11:45 – 12:00	Eduardo Pardo (Centrum PUCP Business School, Perú) – <i>A nudge-based intervention to improve employee satisfaction in the workplace cafeteria</i>	Diana Dryglas (AGH University of Krakow, Poland), Adrian Lis (Collegium Civitas, Poland), Anna Lis (Gdańsk University of Technology, Poland), & Marcin Suder (AGH University of Krakow, Poland) – <i>Sustainable approach to study of resilience dimensions in hotels: A comparative analysis between family and non-family-managed hotels</i>	Cid Gonçalves Filho (Brazil), Flavia Braga Chinelato (Centrum PUCP Business School, Perú), & Fernanda Viterbo Prado (FUMEC University, Brazil) – <i>Brand purpose equity drivers: Based on the grounded theory</i>	Santos Rugel & Ruben Guevara (Centrum PUCP Business School, Perú) – <i>Sustainable procurement: A review of the literature with a corporate social responsibility and stakeholder approach</i>
12:00 – 12:15	Julianna Ramírez-Lozano (Centrum PUCP Business School, Perú) – <i>Creation and management of a training model for women microentrepreneurs in alliance between private enterprise and academia. The case of “Mujer que tu negocio crezca más”</i>	May Portuguese-Castro (Centrum PUCP Business School, Perú) & Isolda Margarita Castillo-Martínez (School of Humanities and Education, Tecnológico de Monterrey, Mexico) – <i>Shaping a sustainable future: A systematic review of leadership competencies in sustainability in business</i>	Carlos Antonio Mondragón Velásquez (Centrum PUCP Business School, Perú) – <i>Culture and organizational learning: A literature review from organizational performance</i>	Jimmy Diaz (Universidad Técnica de Machala, Ecuador) & Ruben Guevara (Centrum PUCP Business School, Perú) – <i>Coopetition in business relationships: Validation and improvement of the coopetitive paradox model</i>
12:15 – 12:30	Marta Janda-Janoszka & Regina Lenart-Gansiniec (Jagiellonian University, Poland) – <i>Unraveling failures in crowdsourcing in science: A multiscalar and process-oriented analysis of distributed work</i>	Asghar Afshar Jahanshahi (IPADE Business School, Mexico) et al. – <i>From darkness to social responsibility and social entrepreneurship: A blocked pathway</i>	Anna Florek-Paszowska & Carlos Arturo Hoyos-Vallejo (Centrum PUCP Business School, Perú) – <i>Eco-conscious business strategies and their role in reducing turnover and retaining talent</i>	Jorge Javier Flores Pérez (Centrum PUCP Business School, Perú) – <i>Mediating effect of entrepreneurial passion in the relationship between entrepreneurial orientation and innovative work behavior</i>
12:30 – 12:45	Julianna Ramírez-Lozano (Centrum PUCP Business School, Perú) – <i>Employee ethical crisis and its impact on image and reputation. Analysis of stakeholders’ perception of the company’s communication management</i>	Luz Andrea Lazarte Aguirre (Centrum PUCP Business School, Perú) – <i>Entrepreneurial traits, sustainable entrepreneurial orientation, and organizational performance: A gender-moderated perspective</i>	Anna Ujwary-Gil (Institute of Economics, Polish Academy of Sciences, Poland) – <i>Cooperation potential in technological knowledge among Polish Digital Innovation Hubs: An organizational network analysis</i>	Ruben Guevara, Ulrich Chavez, & Katerin Rojas (Centrum PUCP Business School, Perú) – <i>Consumption of organic food in fast food restaurants in Perú: Implication for producers and policymakers</i>
12:45 – 13:15	Discussion panel	Discussion panel	Discussion panel	Discussion panel
13:15 – 14:15	Lunch			
14:15 – 15:15	T.L. Saaty Decision-Making Hackathon – Winners presentations” “Smart mobility for a sustainable Lima” (13) (Room: 207-208) Experts: Miguel Angel Barrientos Benites (Coordinator of Urban Mobility Arequipa & Huamanga, Promovilidad, Perú), Lesdi Charlotte Meneses Fairlie (Deputy Manager of Studies and Regulation, Municipality of Lima, Perú) & Alvaro Talavera (Universidad del Pacífico, Perú)			
	1st place: Team Movilution – Fernando Silva, César Alonso Retamozo Corrales, Juan David Cárdenas, Sofía Estela Marcos (Universidad del Pacífico, Perú) 2nd place: Team Think Partners – Nicolas Mercado, Miranda Cavalie, Sergio Martínez, Juan Carlos Lindo (Universidad del Pacífico, Perú) 3rd place: Team Smart Traffic – Cynthia Alessandra Paredes Lam, Fernando Villarreal Endara, Kamila Rodriguez (Universidad del Pacífico, Perú)			
15:15 – 16:15	Meet the Editors (14) (Room: 207-208) Chair: Enrique Mu (Editor in Chief, IJAHP, Carlow University, USA)			
	Anna Ujwary-Gil – Editor-in-Chief (Journal of Entrepreneurship, Management and Innovation) (JEMI); Enrique Mu – Editor-in-Chief (International Journal of the Analytic Hierarchy Process) (IJAHP); María José Ibáñez – Academic Editor (PLOS One Journal); Angie Higuchi – Editor in Chief (Journal of Business); Luis Chavez-Bedoya – Editor in Chief (Journal of Economics, Finance and Administrative Science)			
16:15	Closing by Chairs: Anna Florek-Paszowska (Centrum PUCP Business School, Perú) & Anna Ujwary-Gil (Institute of Economics, Polish Academy of Sciences, Poland) (Room: 207-208)			
18:00	Firenze Business Cocktail			
	Location: Av. Dos de Mayo 661, San Isidro, at Firenze Atelier premises; Date & Time: May 31st at 6:30 PM; Registration: Open during the first day of the Conference on May 30, 2024 with limited spots available for up to 50 guests.			

Organizers



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Conference Venue & Website

Centrum PUCP Business School, Lima, Perú
Urb. Los Álamos de Monterrico, Jirón Daniel Alomía Robles 125, Santiago de Surco 15023, Perú

ICEFM2024 Website:

<https://icefmconference.eu/>

Program & Book of Abstracts:

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