



Innovation Science and Technology

SCIENTIFIC ELECTRONIC JOURNAL · ist-journal.uz · eISSN 3060-5229

CERTIFICATE

FOR SCIENTIFIC PUBLICATION

◆ № IST-2026-00847-1 ◆

This certificate is proudly presented to:

Safarov Bakhtiyor

This is to certify that the scientific article “**DEVELOPMENT OF MODERN MARKETING APPROACHES TO CUSTOMER RELATIONSHIP MANAGEMENT IN RETAIL ENTERPRISES**” has been published in the journal: «Innovation Science and Technology», **Vol. 2 No. 5 (2026): Innovation Science and Technology.**

DOI: <https://doi.org/10.5281/zenodo.20310182>



Scan to
verify

1 May 2026

DATE