

# **Proceedings of the 1<sup>st</sup> International Conference on Business Economics, Entrepreneurship, and Social Sciences**

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*ICBEESS 2024*

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## Preface

Praise and gratitude to Allah SWT for the grace and guidance given to all of us so that the International Conference on Business Economics, Entrepreneurship, and Social Sciences (ICBESS) event can be carried out well. Shalawat and salam may always be poured out to the great Prophet Muhammad SAW and his family, friends and followers until the end of time.

International Conference on Business Economics, Entrepreneurship, and Social Sciences (ICBESS) is one of the activities carried out by the Faculty of Economics and Business, University of Muhammadiyah Gresik with the aim of:

- Providing a scientific forum for academics and practitioners to be able to add to the repertoire of knowledge, both theoretically and practically.
- Provide opportunities for academics and practitioners to present the results of their scientific research in a scientific forum.
- Adding to the repertoire of business development in the digital era that is tailored to the approach of each scope.

We are very grateful that the first proceedings of 2024 can work together with the European Alliance for Innovation (EAI) in the International Conference on Business Economics, Entrepreneurship, and Social Sciences (ICBESS) event on “The Rising of Halal Industry, Sustainability and Green Economy”. This activity includes a series of article presentations with disciplines; (1) Marketing Management, (2) Financial Management, (3) Operational Management, (4) Human Resource Management, (5) Strategic Management, (6) Management Information Systems, (7) Tax Accounting, (8) Auditing, (9) Sharia Accounting, (10) Public Sector Accounting, (11) Financial Accounting, (12) Management Accounting, (13) Accounting Information Systems, (14) Entrepreneurship, and (15) Accounting Information Systems.

This conference has brought together researchers, developers, and practitioners around the world who discuss “The Rising of Halal Industry, Sustainability and Green Economy”. Keynote speakers at this international conference include: Prof. Dr. Said Abdel 'Aal from Al Azhar University of Egypt, Prof. Dr. Faishol Mahmud Adam, M.A from Holy Quran University of Islamic Sciences, Sudan, Dr. Dante Baiardo C. Vianna Jr. from University of Algarve, Portugal and Dr. Indro Kirono, M.M from Muhammadiyah Gresik University.

We fully believe that the International Conference on Business Economics, Entrepreneurship, and Social Sciences (ICBESS) provides an excellent opportunity for researchers, developers, and practitioners to share thoughts on various aspects of science and technology related to the theme of The Rising of Halal Industry, Sustainability, and Green Economy. We also hope that future International Conferences on Business Economics, Entrepreneurship, and Social Sciences (ICBESS) can achieve the same success as seen from the contributions contained in this book.

Nur Cahyadi, S.ST., M.M

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