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Preface

We are very proud to have the opportunity to present the First Edition of the 2024 UHAMKA International Conference on Economics and Business (UHICEB). This conference was held as a place for academicians, practitioners, and other stake holders to discuss and present ideas about the issues in the area of Auditing, Taxation, Financial Accounting, Green Accounting, Public Sector and Accounting Behavior. This conference raised the theme of “Economic Recovery for Sustainable Development”.

UHICEB program consisted of 54 full papers, few invited papers being in oral presentation sessions at the main conference tracks. The conference tracks were: **Track 1** - Auditing, Taxation, Public Sector, Sharia Accounting, Green Accounting, Accounting Behavior. **Track 2** – Financial Behavior, Corporate Finance, Financial Technology, Financial Inclusion, Green Finance. **Track 3** – Sustainable Human Resource Management, Green Human Resource Management, Human Resource Digitalization, Human Resource Analytics. **Track 4** – Digital Marketing, Green Marketing, e-Commerce, Social Commerce. **Track 5** – Micro Small Medium Enterprise. **Track 6** – Islamic Economics and Finance, Islamic Banking and Sustainable Finance, Islamic Social Finance and SDGs. In addition to paper presentations, UHICEB also invited 5 keynote speakers from various countries. The first keynote speaker was Prof. Ahamed Kameel Mydin Meera from faculty of Management and Information Technology, Sultan Azlan Shah University, Malaysia. He discusses topics related to Waqaf as an important Islamic Finance Institution. The second keynote speaker was Assoc. Prof. Winnie C. Villanueva from department of Accountancy, College of Business Administration and Accountancy, Philippines. She discusses topics related to Financial planning for sustainable finance. The third keynote speaker was Prof. Selevich Tatiana S. from Tomsk Polytechnic University, Russia. She discusses topics related to Good advertising style for MSMEs on Russian perspective. The fourth keynote speaker was Prof. Grant Wu from Silkroad Nickel Ltd. He discusses topics related to Technology transfer and education supporting industry 4.0 development. The last keynote speaker was Prof. Dr. Mts. Arief from Binus University, Indonesia. He discusses topics related to Sustainable Business Performance Strategy: A Modern Strategic Management Approach.

We would like to express our gratitude to Assoc. Prof. Dr. Zulpahmi, Assoc. Prof. Dr. Tohirin, and Sumardi M.Si as steering committee for their oversight in making this conference a success. It was also a great pleasure to work with such an excellent organizing committee team for their hard work for the success of this event.

We hope that UHICEB can be implemented even better so that it can produce international works in the future.

Arif Widodo Nugroho SE., MM

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