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ICBAE 2024

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Preface

We are delighted to introduce the proceedings of the fourth edition of the International Conference on Business Accounting and Economics (ICBAE 2024). This conference has brought researchers, developers and practitioners around the world who are leveraging and developing knowledge in the current issues in business, accounting, and economics field. The theme of 4th ICBAE was “Finance Digitalization and Sustainable Business: Shaping the Future of The Economy”.

The technical program of ICBAE 2024 consisted of 99 full papers. The tracks for paper presentation were: Track 1- Global Strategy and Organizational, Track 2- Financial Management, Economics, and Accounting, Track 3- Innovation and Operations Management, Track 4- Marketing, Track 5- Track-Sustainability Accounting and Governance, Track 6- Corporate Social Responsibility. Aside from the high quality technical paper presentations, the technical program also featured five conference speakers, and three speakers on networking session. The invited talks for conference session were presented by Prof. Mahfud Solihin, Ph.D., Ak., CA., CPA. from Central Board of Muhammadiyah (Indonesia), Iwan Fakhruddin, M.Si., Ph.D. from Universitas Muhammadiyah Purwokerto (Indonesia), Prof. Jenny Huang from National Yunlin University of Science and Technology (Taiwan), Prof. Dr. Haslinda Yusoff from Universiti Teknologi MARA (Malaysia), and also Prof. Dr. Stefan Veith from Hochschule Bremen City University of Applied Sciences (Germany). Subsequently, the networking session itself have purpose to connect and collaborate the higher education institution globally. This session aimed to understanding the criteria of international accreditation from AACSB that were delivered by Director of AACSB Dr. Geoff Perry, to gain insights into collaborative programs with some universities in Taiwan under the International Talent Circulation (INTACT) Base Indonesia-Taiwan that presented by Andre So, and also with National Yunlin University of Science and Technology Taiwan by Prof. Jenny Huang.

Coordination with the steering chairs, Dr. Naelati Tubastuvi, S.E., M.Si, Herni Justiana Astuti, S.E., M.Si., Ph.D., Hadi Pramono, S.E., M.Si., Ak, CA. was essential for the success of the conference. We sincerely appreciate their constant support and guidance. It was also a great pleasure to work with such an excellent organizing committee team for their hard work in organizing and supporting the conference. In particular, the Chairman of 4th ICBAE Annisa Ilma Hartikasari, S.E., M.Sc., Ak., CA, who have completed coordinating all process of this program. We are also grateful to Dr. Bima Cinintya Pratama, M.Sc., Ak., CA. and Dr. Wida Purwidiyanti, S.E.,M.Si. and teams, the support of reviewing high-quality papers, and all the authors who submitted their papers to the ICBAE 2024 conference.

We strongly believe that ICBAE 2024 conference provides a good forum for all researchers, developers and practitioners to discuss all aspects in Business, Accounting, and Economics that are relevant in current situation. We also expect that the future ICBAE 2024 conference will be as successful and stimulating, as indicated by the contributions presented in this year.

Dr. Naelati Tubastuvi, S.E., M.Si, Herni Justiana Astuti, S.E., M.Si., Ph.D.,
Hadi Pramono, S.E., M.Si., Ak, CA

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