

# **Proceedings of the 7th International Conference of Economics, Business, and Entrepreneurship**

4-5 September 2024, Shah Alam, Selangor, Malaysia

*ICEBE 2024*

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## Preface

The Proceedings of the 7th International Conference of Economics, Business, and Entrepreneurship (ICEBE), which was held in Shah Alam, Selangor, Malaysia on September 4-5, 2024, are presented with enormous pride and honor. The conference theme, "Artificial Intelligence: Reshaping Industries and Markets," underscores the pressing and captivating necessity to investigate the ways in which AI is transforming industries worldwide, redefining market structures, and presenting new opportunities for innovation and growth in the business environment. The event's proceedings are a testament to the wealth of knowledge and forward-thinking ideas that academicians and practitioners from a variety of disciplines shared.

The University of Lampung, Indonesia, in partnership with Universiti Teknologi Mara (UiTM), Malaysia, organized this esteemed conference. The successful partnership between these two esteemed institutions created a platform for the exchange of ideas and the fostering of international cooperation by bringing together prominent academics, researchers, and industry professionals from across the globe. We are especially appreciative of UiTM's provision of the venue and facilities, which facilitated the offline segments of the conference in the dynamic academic environment of Shah Alam. Their assistance was essential in guaranteeing the success of our shared mission and the seamless execution of this event.

Our esteemed keynote presenters deserve special recognition for their contributions, which established the tone for the conference's explorations. The presentations delivered by Yuliansyah from the University of Lampung, Indonesia, Norhayati Mohamed from Universiti Teknologi Mara, Malaysia, Dominik Mahr from the School of Business and Economics in the Netherlands, and Andreas Kaplan from Kühne Logistics University, Germany, were all inspiring, providing new perspectives on the intersection of artificial intelligence, business strategy, and market dynamics. Their insights were invaluable in establishing the context for the subsequent discussions and emphasized the critical role of AI in shaping the future of business and entrepreneurship.

The papers presented in these proceedings discuss a diverse array of subjects that underscore the theoretical and practical aspects of AI's role in the transformation of industries. These contributions showcase the scope of research and innovative thinking that is influencing the future, from forward-thinking analyses on how AI is reshaping market behavior to case studies on the application of AI in various sectors. Each paper is a substantial stride toward comprehending the potential of AI to facilitate sustainable and inclusive progress, in addition to economic development. This compilation serves as a testament to the conference's collaborative spirit, which was exemplified by the engaging exchange of ideas among scholars, industry specialists, and practitioners. We aspire that the insights and discoveries contained within these pages will serve as a catalyst for additional research, foster new partnerships, and facilitate progress in both academia and industry.

We are grateful to the organizing committee for their diligent efforts in facilitating the successful completion of this conference, as well as to all participants for their contributions. The discussions that have been initiated at this conference are expected to have a lasting impact on the disciplines of economics, business, and entrepreneurship, particularly in relation to the ongoing transformation brought about by artificial intelligence. We are confident in this.

It is our wish that the proceedings of ICEBE 2024 will be a valuable resource for researchers, practitioners, and policymakers, and that they will contribute to the ongoing dialogue regarding the role of AI in the industries and markets of the future.

Angga Febrian

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