

CONFERENCE PROCEEDINGS

1st International Conference on Economy, Management, and Business (IC-EMBus)

22-23 November 2023

Management Department, Faculty of Economics and Business

Universitas Trunojoyo Madura

Bangkalan, Indonesia

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2023

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PREFACE

We offer our praise and gratitude to the presence of Allah SWT, who has bestowed His grace so that the 1st International Conference on Economy, Management, and Business (IC-EMBus) has been successfully carried out.

This scientific meeting aims to provide an interactive forum for participants to actively exchange ideas and share knowledge in Economics, Management and Business. The topics in this conference reflect several main themes in Economics, Management and Business in Indonesia and internationally. The speakers presented articles according to the available topics. The content of the articles presented will contribute to creating and disseminating knowledge related to the fields of Economics, Management and Business among participants and the public.

The implementation of IC-EMBus 2023 takes the theme "Adaptive Management for Economy and Business Sustainability" as a form of concern from the academic world regarding the challenges of adapting management in economic and business development in an economy that continues to develop. This conference is a forum for sharing thoughts from both speakers and speakers who participate through their scientific articles. IC-EMBus 2023 has collected scientific works in the fields of Economics, Green Economy, Techno-Economy Ecotourism, Ecological Economics, Islamic Economics, Digital Business Big Data Management, Finance Management, Human Resources Management, Marketing Management, Strategic Management, Operational Management Supply Chain Management, Entrepreneurship, Accounting, Financial Accounting, Auditing, Accounting Information System, Taxation, Tourism and hospitality management, Halal Tourism, and Other related topics.

We want to express our thanks to the keynote speaker, speakers, and presenter who took the time and share their thoughts and experiences, the leadership of Universitas Trunojoyo Madura who facilitated this conference, the Co-Host who supported this event, and the participants who participated as well as the partners who have helped in various forms of support.

Finally, we hope that this conference can be consistently held so that it can provide benefits. The committee apologizes if there are any shortcomings in the implementation of this event. Therefore, we are open to receiving suggestions so that implementing IC-EMBus in the future can be better.

Bangkalan, 21 December 2023
IC-EMBus Chair,

M. Boy Singgih Gitayuda, S.E., M.M.