

Preface

The International Conference on Social Sciences and Economic Development (ICSSSED) has confirmed once again this year the enthusiasm and determination of students and young researchers to play a major role in the scientific progress. Since 2016, we have regularly gathered together to discuss the most recent developments and achievements in social sciences and economic development, firmly convinced that sharing our expertise and experience is the foundation of research activity.

The 2023 8th International Conference on Social Sciences and Economic Development (ICSSSED 2023) took place on March 3rd to 5th, 2023 in Nanjing, China, attracting about 200 leading delegates around the world. The format we chose is an informal meeting primarily aimed at graduate students and leading researchers, who were encouraged to present their work in brief presentations that provide genuine engagement of the audience and cross-pollination of ideas. One of the main purposes of the Conference was to create an international network of young researchers, both experimentalists and theorists, and fruitful collaborations across the different branches of social sciences and economic development.

After seven sessions that strengthened it, the International Conference on Social Sciences and Economic Development was held for the eighth time. It was a three-day Conference. The success of this year's event was testified by an increased number of participants and institutions all around the world. This resulted in an extremely rich and interactive poster session that covered several areas of social sciences and economic development.

With the intent of broadening the contents and stimuli adopting academic communication, the keynote speech part was held. This choice reflected the growing importance of the activity performed by scientists and researchers, especially at the earliest stages of their career, as a way of increasing their expertise and developing soft skills. During the meeting, Professor Pengguo Wang (University of Exeter, UK) In this talk, he showed that they can establish a nonlinear relationship between stock returns and accounting fundamentals including earnings systematic risk, asset growth, company profitability, the book-to-market ratio and earnings components. And they found that the interaction between risky asset growth and future corporate earnings plays a central role in predicting stock returns. Their analysis cast light on investment and accrual anomalies and further clarified the role of the book-to-market factor in asset pricing.

In this volume, we collected part of the contributions that have been presented at the Conference. They cover topics in Economics, Business, Marketing Management, Social Sciences, etc. Given the recent experimental achievements in social sciences and economic development, several contributions were focused on the latest results obtained in these fields, presenting the impact of experiments to the community of young researchers and forecasting the future goals in these areas of research.

The organizers of the ICSSSED 2023 would like to thank all the scientists who participated in the meeting. We furthermore thank all our sponsors for supporting the event. We owe gratitude to the members of the Technical Program Committee for providing technical support throughout the entire meeting. The publication of the proceedings of this Conference is supported by SHS Web of Conferences; we also acknowledge support from Nanjing University of Information Science & Technology.

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