

# **Preface: Proceedings of 2024 2nd International Conference on Digital Economy and Business Administration (ICDEBA 2024)**

It is our great pleasure to present the proceedings of the 2024 2nd International Conference on Digital Economy and Business Administration (ICDEBA 2024), held on November 15-17. ICDEBA 2024 marks a significant milestone in the ongoing global dialogue surrounding the rapid transformation of the economy through digital innovation. In an era defined by technological disruption and unprecedented connectivity, the digital economy has emerged as a powerful force, reshaping industries, business models, and even the way societies operate. The fusion of digital technologies with business administration strategies is now a key driver of economic growth and organizational evolution.

ICDEBA 2024 provides a platform for leading academics, industry professionals, and policy-makers to explore cutting-edge research and share insights on the evolving digital economy. The conference proceedings highlight the latest developments and trends, offering fresh perspectives on topics such as digital transformation, e-commerce, business analytics, and the future of work in a hyper-connected world.

It is our hope that the discussions and findings presented at ICDEBA 2024 will contribute to shaping the future of digital business administration and inspire further research in this dynamic and ever-evolving domain.

We would like to extend our gratitude to all the authors, presenters, and participants for their contributions to this conference and for making ICDEBA 2024 a resounding success.

Sincerely,

The Organizing Committee of ICDEBA 2024