

# Welcome Message :

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## ORGANIZING COMMITTEE MEDAN INTERNATIONAL CONFERENCE ON ECONOMICS AND BUSINESS (MICEB) 2023

All praise be to Allah SWT, the merciful and the beneficent one who creates the world to all mankind.

First of all, welcome to Medan. A city rich in civilization with historical value, and rich in culture from various ethnicities and a city of creativity. So it is very appropriate that this big event in 2023 was held in the city of Medan, North Sumatera.

Universities used to be considered only as educational institutions. However, currently, universities are also agents of change in society. Universities are also a national asset because they help solve various national problems because they create various opportunities. In carrying out their role, universities need support from the government and society, both funding and politics. Responding to global challenges and opportunities, the Faculty of Economics and Business, Universitas Muhammadiyah Sumatera Utara organized the Medan International Conference on Economics and Business (MICEB). This meeting is an academic activity in carrying out the Tri Dharma of higher education. Improving the quality of academics and practitioners who are responsive to current issues in economics and business. The most important thing is to invite the entire academic community from around the world to disseminate and publish the research and thoughts from practitioners, academics, and students on developments and global issues through organizing calls for papers (proceedings).

This scientific forum also plays a role in building networks between academics and practitioners both from Indonesia and abroad in increasing the contribution of business recovery and global economic awakening. MICEB activities were attended by participants from Indonesia, South Korea, Oman, Malaysia, and the Philippines, so in the future there will be more and more countries participating in the international conference activities.

We also apologize if there are any mistakes during the MICEB activity. May Allah SWT bless each of our struggles and efforts.

Wassallam,

Medan, 26<sup>th</sup> January 2023  
Chairman of MICEB 2023

**Assoc Prof. Dr. Ade Gunawan, SE, MSi**

