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Proceedings of the 12th Gadjah Mada International Conference on Economics and Business (GAMAICEB 2024) Widya Paramita, Muhammad Ryan Sanjaya, Nurul Indarti, Fu'ad Rakhman, Leo Indra Wardhana, 2025-05-01 This is an open access book The 12th Gadjah Mada International Conference on Economics and Business GAMAICEB is an annual international conference organized by the Publication Unit Faculty of Economics and Business Universitas Gadjah Mada This conference aims to provide a medium for participants to disseminate their research ideas and results and develop their networks Through the participants contribution it is hoped that this conference could provide a deeper understanding of current economics and business issues

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