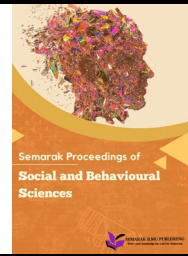




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INTERNATIONAL QUEST BUSINESS CONFERENCE 2024

Quest International University (QIU) takes great pride in announcing the 2nd International Quest Business Conference 2024 (IQBC 2024) hybrid conference, which will convene scholars, researchers, business leaders, and policymakers from around the globe to share ideas and breakthroughs in the interdisciplinary areas of business, management, marketing, accounting, finance, hospitality and tourism. This conference will serve as a platform for intellectual exchange and collaboration, fostering discussions on cutting-edge research and innovative practices. In line with the United Nation's Sustainable Development Goals (UN SDGs), IQBC 2024 continues to contribute to global efforts towards a sustainable future and promote the importance of sustainable business practices. Hence, the theme "From Bytes to Breakthrough: Sustainable Business Beyond Boundaries" focuses beyond traditional boundaries, exploring new avenues and fostering synergies among different research disciplines to generate breakthrough ideas and solutions. This conference encompasses a wide range of tracks, incorporating various disciplines that contribute to sustainable business. These tracks include, but are not limited to:

- Accounting and Audit
- Banking and Finance
- Business Management
- Innovation and Technology Management
- Marketing
- Tourism and Hospitality
- Interdisciplinary

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