



TABLE OF CONTENTS

Impact of Green Entrepreneurial Orientation and Entrepreneurial Education on Green Entrepreneurial Intention through Environmental Awareness

Celyn Sariutami, Lydiawati Soelaiman _____ 104-115

Digital Content Marketing for Promoting Creative Economy at Dharmawangsa Entrepreneur Community (DEC)

Ananda Hadi Elyas, Al Firah, Zelvi Gustiana _____ 116-124

The Effect of Overconfidence, Representative, Anchoring, and Availability Biases on Investment Decisions and Market Efficiency

Daniel Irvansyah, Werner R. Murhadi, Putu Anom Mahadwartha _____ 125-136

Family Business Succession: Analysis of Success Drivers Based on Entrepreneurship Theory using Nvivo Modeling

Dewa Satrio Pradeliana, Yolla Margaretha _____ 137-148

Unveiling the Influence of Perceived Organizational Support on Work Engagement and Organizational Citizenship Behavior

Ni Nyoman Sudiyani, I Gede Rihayana _____ 149-160

Integrating Marketing Strategy: Destination Image and Digital Marketing's Impact on Tourist Interest in Banyuwangi

Ernani Hadiyati, Raden Khaeru Ahmadi, Eko Priyo Purnomo _____ 161-176