

**2025 International Conference on
Economic Management and
Cultural Innovation
(EMCI 2025)**

PREFACE

We are pleased to present the proceedings of the 2025 International Conference on Economic Management and Cultural Innovation (EMCI 2025), held in Guangzhou, China. This conference provides a vital platform for researchers and practitioners to explore the intersection of economic strategy and cultural creativity.

The papers included in this volume were selected after a rigorous peer-review process. They cover a wide spectrum of topics, including empirical research, theoretical frameworks, and case studies that address the evolving challenges in the global landscape. These contributions reflect the latest trends and offer practical solutions in the fields of economic management and cultural innovation.

We express our sincere gratitude to the authors for their contributions and to the Technical Program Committee for their professional expertise in ensuring the quality of this publication. We hope these proceedings will inspire further research and cross-disciplinary collaboration.

The Organizing Committee of EMCI 2025

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cooperation@cpssciences.com

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