

REFERENCES

- Akash Singh Yadav Sekhar Yadav. (2021). Agency conflicts, product market competition, and investment efficiency: & Inder new evidence from emerging market. *International Journal of Managerial Finance*. Emerald Insight.
- Amna Shally, dkk. (2021). "The Spelling Bee: A Fun and Effective Way to Learn English." *Jurnal Pendidikan Bahasa*, 4(1), 12-20.
- Artini, N., & Ardiyan, A. (2023). Financial reports: Structure and decision-making. *Journal of Financial Reporting*, 9(2), 56-68.
- Atikasari, W. (2024). Optimalisasi manajemen keuangan sekolah melalui sistem pembayaran tunai dan nontunai (Studi pada Brawijaya Smart School Malang) (Skripsi, Universitas Brawijaya). Fakultas Ilmu Administrasi, Universitas Brawijaya.
- Banerjee, P., & Deb, S. G. (2023). Working capital management in competitive markets: Empirical insights. *International Journal of Financial Management*, 9(4), 78-92.
- Christanti, E. (2020). Fungsi dan Strategi Manajemen Operasional. Repository Widyatama. Diakses dari <http://repository.widyatama.ac.id>.
- Chad Dawkins. (2021). "Understanding Exhibitions: An Overview of Display Strategies." *Journal of Cultural Studies*, 15(3), 45-60.
- Dicky, P., & Nina, I. (2023). Financial management: Increasing company value and reducing financial risk. *Journal of Business and Finance*, 12(3), 45-59.
- Dewi, R., et al. (2022). "The Role of Financial Management in Event Planning." *Journal of Business Finance*, 8(2), 34-40.
- Fuad, M., dkk. (2020). Tujuan Penyusunan Anggaran di Perusahaan. *Repository STIE Malangkuçeçwara*. Diakses dari <http://repository.stie-mce.ac.id>.
- Hasan, S., Elbesar, E., Sabtohadhi, J., et al. (2022). Financial Management (pp. 7-11). Publisher.

- Hariyani, R., Sutrisno, H., & Suryana, E. (2021). Tujuan manajemen keuangan untuk memaksimalkan kemakmuran pemegang saham dengan memaksimumkan nilai perusahaan. *Jurnal Manajemen dan Keuangan*, 15(3), 45-58. Diakses dari <https://repository.upi.edu> .
- Hariyani, D. S. (2021). *Manajemen Keuangan 1*. Madiun: UNIPMA Press.
- Hasan, S., Elbesar, E., & Sabtohadhi, J. (2022). Financial Management: Scope and Functions. *Financial Management Journal*, 12(4), 7-11.
- Hermelinda, T., Meriana, & Sitorus, L. M. (2022). Evaluation of Awareness of Compiling Financial Reports on Small and Medium Enterprises in Curup Kota District. *Jurnal Ekonomi Manajemen Akuntansi Keuangan Bisnis Digital*, 1(2), 107-118.
- Jobber, D., & Ellis-Chadwick, F. (2020). *Principles and Practice of Marketing* (9th ed.). McGraw-Hill Education.
- Kieso, D. E., Weygandt, J. J., & Warfield, T. D. (2020). *Intermediate Accounting* (17th ed.). Hoboken, NJ: John Wiley & Sons.
- Lee, H., Park, J., & Kim, M. (2023). Sponsorship as a marketing investment: Building brand image and loyalty. *Journal of Strategic Marketing*, 41(4), 445-459.
- McGillivray, D., Walters, T., & Guillard, S. (2024). Place-based community events and resistance to territorial stigmatisation. *International Journal of Event and Festival Management*, 15(1), 1–20.
- Menon, K., & Connell, J. (2021). Sponsorship as a symbiotic relationship: The provider and recipient of funds. *International Journal of Business and Management*, 19(3), 202-215.
- Mysyk, V. (2022). Improvement of event management positioning in enterprise management. *Economics, Entrepreneurship, Management*, 9(1), 34-43.
- MDPI. (2024). Financial management and its role in achieving strategic goals. *Journal of Risk and Financial Management*.
- Meenaghan, T., & O'Sullivan, D. (2023). Sponsorship and brand exposure: Understanding its impact. *Journal of Marketing and Communications*, 33(2), 109-123.
- Nur, S. W. (2020). Financial reports: Structure and purpose. In Iriyanti, & Agus (Eds.), *Financial Management and Reporting* (pp. 102-115). Publisher.

- Nurhastuti Kesumo Wardhani, Robert Faff, Lewis Liu, & Zairihan Abdul Halim. (2020). Examining the Indonesian dual banking system: an exploration of market discipline indicators. *International Journal of Managerial Finance*. Emerald Insight.
- Olkkonen, R., Tikkanen, H., & Alajoutsijärvi, K. (2021). Sponsorship as relationships and networks: Implications for research. *Corporate Communications: An International Journal*, 5(1), 12–19.
- Pradip Banerjee & Soumya G. Deb. (2023). Working capital management in competitive market: empirical insights. *International Journal of Managerial Finance*.
- Rambe, Y. A. H. (2022). Spelling Bee as an Educational Game: Enhancing Vocabulary and Confidence in English Learning. *Journal of Language Education*, 5(1), 34-45.
- Rasnawati, R. (2023). Optimalisasi keuangan: Pemahaman mendalam tentang kinerja keuangan PT. Pelabuan Indonesia IV (Persero) Cabang Parepare. *Jurnal Kewirausahaan*, 9(3), 220.
- Sasongko, A., & Parulian, T. (2020). Pengelolaan Anggaran Perusahaan untuk Efisiensi Operasional. *Repository STIE Malangkuçeçwara*. Diakses dari <http://repository.stie-mce.ac.id>.
- Sembiring, N., & Sari, A. S. P. (2022). The Role of Spelling Bee in Learning English Vocabulary. *Santo Thomas Catholic University Medan*.
- Sharma, E., & Prince, J. B. (2020). Using the Power-Interruptions-Finances-Resources model to tackle the financial management problems of municipal corporations. *International Journal of Public Sector Management*, 33(4), 311-327.
- Sutawidjaya, A. H., & Nawangsari, L. C. (2019). Integrated project management planning and event management in service industry. *Advances in Economics, Business and Management Research*, 120. Paper presented at the 4th International Conference on Management, Economics and Business (ICMEB 2019), Universitas Mercu Buana, Jakarta, Indonesia.
- Tiwi Helawati. (2023). "Elementary and Junior High School Education in Indonesia." *Journal of Educational Development*, 9(3), 120-128.
- Wijaya, S., Sari, A. M., & Prima, A. (2020). *Event Management: Concepts and Applications*. Publisher.

Yadav, A. S., & Yadav, I. S. (2021). Objective of financial management and minimizing agency conflicts. *Journal of Financial Management*, 28(3), 1-15.

Yuliza, F., & Pramayoza, D. (2022). Event Management of Kurenah Buah Festival in Payakumbuh as a Domestic Tourism Alternative during the Pandemic: A Study of Community Festival. *International Journal of Applied Sciences in Tourism and Events*, 6(1), 1–12.

Zairihan Abdul Halim. (2020). Examining the Indonesian dual banking system: an exploration of market discipline indicators. *International Journal of Managerial Finance*.