

## **PREFACE**

### **1<sup>ST</sup> UNSIQ INTERNATIONAL SYMPOSIUM ON ECONOMICS AND BUSINESS (UISEB) 2024**

The 1st UNSIQ International Symposium on Economics and Business, themed "SMEs' Competitive Advantage: Digital Technology and Internationalization," is a significant academic event organized by Universitas Sains Al-Qur'an (UNSIQ). This symposium is dedicated to exploring the crucial impact of digital technology and internationalization on the competitiveness of small and medium-sized enterprises (SMEs). It brings together a diverse group of scholars, researchers, policymakers, and professionals to engage in meaningful discussions, share insights, and develop innovative strategies aimed at fostering the growth and global success of SMEs.

The symposium will take place on December 11, 2024, in Wonosobo, Central Java, Indonesia, utilizing a hybrid format that combines both online and offline participation. The offline sessions will be hosted at the Faculty of Economics and Business at UNSIQ, with in-person presentations by speakers, while virtual attendees can join via Zoom. This format ensures broad participation and accessibility, allowing for a dynamic exchange of ideas and fostering collaboration across geographical boundaries. The event promises to be a valuable platform for all participants to contribute to the discourse on enhancing SME competitiveness in the digital age.

This symposium serves as a call for papers, inviting submissions from scholars, researchers, policymakers, and professionals who wish to present their work on topics related to the theme. Participants are encouraged to submit their research papers, which will undergo a rigorous review process. Selected papers will have the opportunity to be published in reputable proceedings (WoS Indexed) and academic journals (SCOPUS Indexed), providing valuable visibility and recognition for the authors' work. This is an excellent chance for contributors to share their findings with a broader audience, engage in meaningful academic discourse, and make a lasting impact on the fields of economics, business, and SME competitiveness in the digital era.

**1<sup>ST</sup> UISEB 2024**

## **OPENING REMARKS**

On behalf of the Faculty of Economics and Business at Universitas Sains Al-Qur'an (UNSIQ), I am delighted to welcome you to this International Symposium on "SMEs' Competitive Advantage: Digital Technology and Internationalization."

In today's rapidly evolving business environment, small and medium-sized enterprises (SMEs) play a crucial role in driving economic growth. However, they face significant challenges in keeping up with technological advancements and global competition. This symposium aims to foster meaningful discussions on how digitalization and internationalization can empower SMEs to thrive in this competitive landscape.

We are honored to host such a diverse group of participants and invite you to contribute your ideas and insights. Together, we can explore innovative strategies and solutions that will not only enhance the competitiveness of SMEs but also create a more sustainable and prosperous future for businesses worldwide.

Thank you for joining us, and we look forward to your valuable contributions.

**Dr. M. Elfan Kaukab, S.E., M.M., M.H.I., Ak**  
Dean of FEB UNSIQ

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# UNSIQ INTERNATIONAL SYMPOSIUM

## ON ECONOMICS AND BUSINESS

### SME's Competitive Advantage: Digital Technology and The Internationalization



WONOSOBO

DECEMBER 11, 2024



**Arsjad Rasjid, B.Eng., B.Sc.**  
Chairman of the Indonesian Chamber of Commerce and Industry (KADIN)  
**to be confirmed**

# CALL FOR PAPER



**Prof. Dr. Md. Mahmudul Alam**  
Universiti Utara Malaysia



**Prof. Chen-Yuan Huang (Jenny Huang)**  
National Yunlin University of Science and Technology Taiwan



**Prof. Dr. Adam Voak**  
James Cook University Australia



**Teguh Dartanto Ph.D**  
Vice Chairman on Economic Affairs PBNU (Dean of FEB UI)



**Assoc. Prof. Dr. M. Elfan Kaukab**  
Universitas Sains Al-Qur'an Wonosobo



[bit.ly/UISEBregistration](https://bit.ly/UISEBregistration)  
**REGISTRATION FEE**

Category	Early bird	Normal fee
Indonesian Student Participant	IDR750.000	IDR1.000.000
Indonesian Scholar and Researcher Participant	IDR750.000	IDR1.250.000
International Participant	USD100	USD125

### INFORMATION

Requests to become a co-host can be directed to:  
email [uiseb-feb@unsiq.ac.id](mailto:uiseb-feb@unsiq.ac.id)  
telp (0286) 3396204  
mobile-phone +628970251067 (Moza)  
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Co-host :



### IMPORTANT DATE

Abstract submission	01 August - 20 October 2024
<b>Early Bird Payment Deadline</b>	<b>30 September 2024</b>
Full Paper Submission	1 October - 19 November 2024
Presentation Material Submission	31 October - 3 December 2024
<b>Regular Payment Deadline</b>	<b>15 November 2024</b>
Symposium	11 December 2024

### SCOPE

- HRM and Digital Transformation
- Digital Marketing Strategies for Internationalizing SMEs
- Technological Innovations in SME Tourism
- Accounting and Financial Management in the Digital Era
- Financial Strategies for SME International Expansion
- Economic Impact of Digitalization on SME Internationalization
- Technology Integration and SME Competitiveness



### PUBLICATION OPPORTUNITY

All articles will be published in EDP Sciences (WoS indexed) and selected papers will be published in SINTA and Scopus indexed journals.

1. Paper Asia (Scopus Q3)
2. Management and Accounting Review (MAR) (Scopus Q4)
3. Proceeding will be published in EDP Science (WoS)
4. Jurnal Fokus Bisnis (FokBis) (SINTA 3)
5. Jurnal Akuntansi FEB UNSIL (SINTA 3)
6. Jurnal Perpajakan, Manajemen, dan Akuntansi (Permana) (SINTA 4)
7. Syariat: Jurnal Studi Al-Qur'an dan Hukum (SINTA 4)
8. Al-Arbah: Journal of Islamic Finance and Banking (SINTA 4)
9. Among Makarti: Jurnal Ekonomi dan Bisnis (SINTA 4)
10. Journal of Economic, Management, Accounting, and Technology (Jematech) (SINTA 4)
11. Jurnal Cakrawala Indonesia (SINTA 4)
12. Jurnal Ilmiah Akuntansi dan Keuangan (JIAK) (SINTA 5)
13. Jurnal Akuntansi dan Manajemen (Akmen) (SINTA 5)

Hosted by: Faculty of Economics & Business  
Universitas Sains Al Qur'an



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