

**Proceedings of the 1st UNSIQ International
Symposium on Economics and Bussines
(UISEB 2024)**

**“SME’s Competitive Advantage: Digital
Technology and The Internationalization”**

Wonosobo, December 11th 2024
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“SME’s Competitive Advantage: Digital Technology and The Internationalization”

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PREFACE

1ST 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.

1st 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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