

<p>CALL FOR PAPERS</p> <p>1st International Conference on Business, Economics, Accounting, and Technology 2026 (IC-BEAT 2026)</p>
<p>Instructions for Authors</p>
<p>A. Submission Instructions</p> <ol style="list-style-type: none"> 1. Articles must be submitted through the official website (https://icbeat.dinus.ac.id/). 2. Submitted articles must be in Microsoft Word format. 3. For further inquiries, please contact us at (+6282264811488). 4. By submitting a manuscript, the author grants the IC-BEAT 2026 Committee the rights to publish the article in both printed and digital formats. 5. Authors may revise their submissions before the submission deadline (June 8, 2026); no changes will be accepted after the deadline. 6. Each article will be independently reviewed by panel of experts. Only those with relevant scientific contributions to educational development will be accepted.
<p>B. Article Submission Guidelines</p> <ol style="list-style-type: none"> 1. All submitted articles will undergo a peer review process conducted by experts in the relevant field. The final decision regarding article acceptance will be made by the IC-BEAT 2026 Committee, and this decision is final and cannot be contested. 2. Please ensure that the email address provided during submission is correct and active, as all communication will be conducted through the corresponding author's email. If there are any changes, please notify the organizer immediately. 3. Manuscripts must be written entirely in English. Articles in other languages will not be processed. 4. Articles must have at least 4500 to a maximum of 8000 words, including references. 5. The maximum allowable similarity index is 20%. 6. For accurate citations and bibliographies, it is recommended to use reference management tools such as Mendeley and Zotero. 7. Articles must be formatted for print using Microsoft Word, with Arial font size 11, single spacing, and one-column layout, on A4-sized paper with margins as specified in the template. The article structure must include: <ul style="list-style-type: none"> o Introduction o Literature Review o Method o Results and Discussion o Conclusions o Acknowledgments o Bibliography 8. A template with the correct layout and formatting is available on the next page.
<p>C. If you have read the Submission Instructions and Article Submission Guidelines, you may delete the "Instructions for Authors" section. Please format your article using the template provided on the next page.</p>

The influence of brand awareness, product quality, and price perception on purchasing decisions for Wardah products among Gen Z.

(Arial; bold; font 16; uppercase, Centered , title is limited to 15 words)

first author¹, second author^{2*}, third author³.
(Arial; font 11; corresponding author's (*) should be bold; center)

¹ first author's affiliation, country (Arial; font 11; centered)
² second author's affiliation, country (Arial; font 11; centered)
³ third author's affiliation, country (Arial; font 11; centered)
* corresponding author's email address (Arial; font 11; centered)

Abstract

(Arial; bold; font 11; sentence case, centered)

The abstract starts here and should provide a concise summary of the research article. It must be written as a single paragraph, clearly stating the research objective, a brief methodology, key findings, and the final conclusion. Ensure that the abstract adheres to the word limit of 250 words.
(Arial; font 11; sentence case, justified, single space)

Keywords: keyword1, keyword2, keyword3, keyword4, keyword5.
(Arial; font 11; sentence case, left, single space, minimum three keywords)

Introduction

(Arial; font 11; bold; sentence case, left)

The introduction should provide the study's background and objectives. It should also explain the significance and relevance of the article. APA 7th Edition citation style in articles.
(Arial; font 11; sentence case, justified, single space)

Literature Review

(Arial; font 11; bold; sentence case, left)

Present the key background theory relevant to the research.
This section should also include an explanation of hypothesis development, if applicable.
(Arial; font 11; sentence case, justified, single space)

Method

(Arial; font 11; bold; sentence case, left)

The methodology must be clearly stated and described in sufficient details.
(Arial; font 11; sentence case, justified, single space)

Results and Discussion

(Arial; font 11; bold; sentence case, left)

The study results should be clearly presented and supported with relevant tables and figures. This section should also discuss the principles and generalizations derived from the findings, along with any exceptions, issues, theoretical and practical implications, and recommendations. All tables and figures must be centered and numbered appropriately. Table headings should be placed at the top, while figure captions should be positioned below the figures. Any references related to tables and figures should be included beneath them.
(Arial; font 11; sentence case, justified, single space)

Table 1. Abcde.

No	Variable	Frequencies
1		
2		
3		
4		

Source: xxx



Figure 1. Abcde.

Source: xxx

Conclusion

(Arial; font 11; bold; sentence case, left)

Please summarize the most important findings of this study.

(Arial; font 11; sentence case, justified, single space)

Acknowledgements

(Arial; font 11; bold; sentence case, left)

Please acknowledge the relevant research grant, organization, or scholarship (if any).

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Bibliography

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Resources that have been presented should be listed accordingly in alphabetical order, for example:

(Arial; font 11; sentence case, justified, single space)

Achmad, T., Ghozali, I., & Pamungkas, I. D. (2022). Hexagon Fraud: Detection of Fraudulent Financial Reporting in State-Owned Enterprises Indonesia. *Economies*, 10(1), 13.

<https://doi.org/10.3390/economies10010013>

Achmad, T., Huang, C.-Y., Putra, M. A., & Pamungkas, I. D. (2024). Forensic Accounting and Risk Management: Exploring the Impact of Generalized Audit Software and Whistleblowing Systems on Fraud Detection in Indonesia. *Journal of Risk and Financial Management*, 17(12), 573.

<https://doi.org/10.3390/jrfm17120573>

Pamungkas, I. D., Purwanto, P., Sari, M. P., & Hersugondo, H. (2022). Corporate Governance and Financial Performance on Firm Value: The Case of Indonesia. *WSEAS TRANSACTIONS ON BUSINESS AND ECONOMICS*, 20, 92–103. <https://doi.org/10.37394/23207.2023.20.10>