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TITLE (TNR, 16, BOLD, CENTER, SINGLE SPACING, UPPERCASE)

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Abstract:

TNR, 10, justify, single spacing) The abstract should **not more than 300 words each**. The abstract should not only indicate the subject and scope of the paper, but also summarize the author's conclusion. Structured abstract must be a brief, comprehensive summary of the contents of the article. It allows readers to survey the contents of an article quickly. An Abstract summarizes the major aspects of a paper. It should succinctly summarize the purpose of the paper, the methods used, the major results, and conclusions.

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Introduction – Heading 1 (TNR, 12, Bold, Align Left, Capitalize Each Word)

Tourism is one of the fastest growing development sectors in addition to other development strategic agendas such as energy, food, infrastructure …….
(TNR, 12, single spacing, justify)

Literature Review – Heading 1 (TNR, 12, Bold, Align Left, Capitalize Each Word)

There are five points will be discussed in LR……
(TNR, 12, single spacing, justify)

Definition of Rural Tourism – Heading 2 (TNR, 12, Bold, Italic, Capitalize Each Word)

Sustainable tourism as defined by The World Tourism Organization (UNWTO) is tourism that takes full account of current and future economic, social and environmental impacts…
(TNR, 12, single spacing, justify)

Rural Tourism – Heading 3 (TNR, 12, Bold, Italic, Tab Inside, Capitalize Each Word)

The goal of sustainable tourism is to reduce poverty, respect socio-cultural authenticity……
(TNR, 12, single spacing, justify).

Table 1: Example (TNR, 12, Single Spacing, Bold, Centre, Capitalize Each Word)

Example	Example	Example
Example	Example	Example
Example	Example	Example

Source: (TNR,10, Single Spacing, Align Left, Capitalize Each Word)

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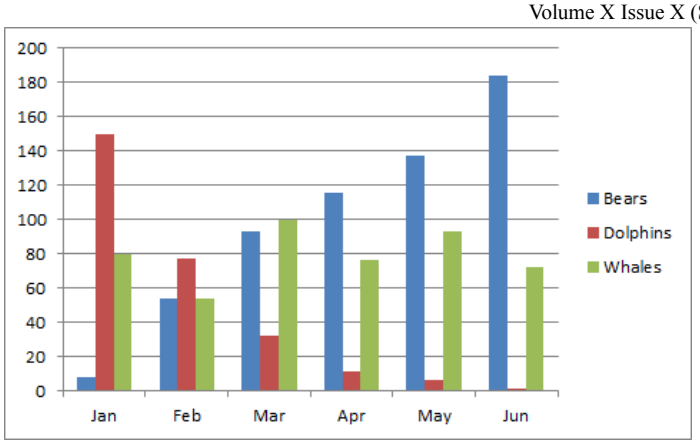


Figure 1: Example (TNR, 12, Single Spacing, Bold, Centre, Capitalize Each Word)
Source: (TNR,10, Single Spacing, Align Left, Capitalize Each Word)

Conclusion – Heading 1 (TNR, 12, Bold, Align Left, Capitalize Each Word)

This study set out to examine the relationship between digital marketing strategies and the performance of small and medium enterprises (SMEs) in Malaysia. The findings reveal that the effective use of social media, search engine optimization, and customer relationship management tools significantly enhances business visibility, customer engagement, and ultimately financial performance. Importantly, the results highlight that SMEs with proactive adoption of digital tools tend to outperform those that rely solely on traditional methods. The implications of this study are twofold. From a theoretical perspective, it contributes to the growing body of literature on SME digitalization by demonstrating the measurable impact of online strategies on organizational outcomes. From a practical standpoint, it provides entrepreneurs and policymakers with valuable insights to design training programs, incentives, and policies that encourage digital transformation among SMEs.

Note: Please fill in the information in the boxes provided. Do not delete the boxes.

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Conflict of Interest Statement:	The authors declare that there is no conflict of interest regarding the publication of this paper. All authors have contributed to this work and approved the final version of the manuscript for submission to the International Journal of Supply Chain, Operation Management and Logistics (IJSCOL)

Ethics Statement:	Option A (For Studies Involving Human Participants) This study was conducted in accordance with ethical research standards. All procedures involving human participants were reviewed and approved by the [Name of Institutional Review Board/Ethics Committee], approval number [XXXX]. Informed consent was obtained from all participants prior to data collection. Participation was voluntary, and respondents were assured of confidentiality and anonymity. The data collected were used solely for academic purposes. Option B (For Studies Not Involving Human or Animal Subjects) This study did not involve any human participants, animals, or sensitive data requiring ethical approval. The authors confirm that the research was conducted in accordance with accepted academic integrity and ethical publishing standards.
Author Contribution Statement:	All authors contributed significantly to the development of this manuscript. [Author A] was responsible for the conceptualization, methodology, and overall supervision of the study. [Author B] handled data collection, analysis, and interpretation of results. [Author C] contributed to the literature review, drafting, and critical revision of the manuscript. All authors read and approved the final version of the manuscript prior to submission.
Declaration on the Use of Artificial Intelligence (AI)	**If AI was used:** "The author(s) declare that generative AI or AI-assisted technologies were used during the preparation of this manuscript. The following tool(s) were used: [name of AI tool/software]. The tool(s) were used for [state the purpose, e.g., language editing, grammar improvement, translation, data analysis, or other purposes]. All AI-assisted content was reviewed and verified by the author(s), who take full responsibility for the accuracy, originality, integrity, and final content of the manuscript." **If AI was not used:** "The author(s) declare that no generative artificial intelligence (AI) or AI-assisted technologies were used in the preparation, writing, analysis, or revision of this manuscript."

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References (APA 7th Edition, Single Spacing)

(Minimum references 15 (70% from published work)

Grady, J. S., Her, M., Moreno, G., Perez, C., & Yelinek, J. (2019). Emotions in storybooks: A comparison of storybooks that represent ethnic and racial groups in the United States. *Psychology of Popular Media Culture*, *8*(3), 207 217. https://doi.org/10.1037/ppm0000185.

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Appendix (if needed) - Include questionnaires, additional tables, or supplementary material

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