

	INTERNATIONAL JOURNAL OF ENTREPRENEURSHIP AND MANAGEMENT PRACTICES (IJEMP) www.gaexcellence.com/ijemp	
---	--	---

**TAJUK (TNR, 16, BOLD, CENTER, SINGLE SPACING,
UPPERCASE)**

TITLE (TNR, 14, ITALIC, CENTER, SINGLE SPACING, UPPERCASE)

Adam Hafiz^{1*}, Arman Hanif², Aufa Hannah³ (TNR, 12, Align Left, Capitalized Each Word, Full Name)

¹Department of Account, Universiti Malaysia Kelantan, Malaysia

 adamhafiz@gmail.com

 <https://orcid.org/0000-0003-4453-7742>

²Department of Account, Universiti Malaysia Kelantan, Malaysia

 adamhafiz@gmail.com

 <https://orcid.org/0000-0003-4453-7742>

³Department of Account, Universiti Malaysia Kelantan, Malaysia

 adamhafiz@gmail.com

 <https://orcid.org/0000-0003-4453-7742>

**Article Info: This section will
be filled by Editor**

Article history:

Received date:

Revised date:

Accepted date:

Published date:

To cite this document:

Abstrak:

(TNR, saiz 10, justify, jarak satu) Abstrak hendaklah tidak melebihi 300 patah perkataan. Abstrak bukan sahaja perlu menyatakan subjek dan skop kajian, malah turut merumuskan kesimpulan penulis. Abstrak berstruktur mestilah merupakan ringkasan yang ringkas tetapi menyeluruh mengenai kandungan artikel. Ia membolehkan pembaca meninjau kandungan artikel dengan cepat. Abstrak merumuskan aspek-aspek utama sesebuah kertas kerja. Abstrak hendaklah merangkumkan secara padat tujuan kajian, kaedah yang digunakan, dapatan utama, serta kesimpulan kajian.

DOI:	Kata Kunci: Semua kata kunci mesti dimasukkan mengikut turutan abjad (A–Z)
	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.
 © The authors (2026). This is an Open Access article distributed under the terms of the Creative Commons Attribution (CC BY NC) (http://creativecommons.org/licenses/by-nc/4.0/), which permits non-commercial re-use, distribution, and reproduction in any medium, provided the original work is properly cited. For commercial re-use, please contact ijemp@gaexcellence.com	Keyword: Keywords must be arranged in alphabetical order (A–Z)

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)

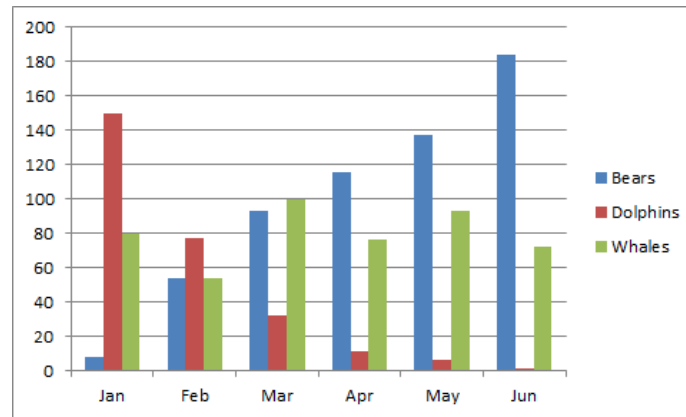


Figure 1: Example (TNR, 12, Single Spacing, Bold, Centre, Capitalize Each Word)

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.

Nota: Sila isi maklumat di dalam kotak yang disediakan. Jangan padam kotak yang disediakan.

Penghargaan:	Penulis merakamkan setinggi-tinggi penghargaan kepada [Nama Universiti/Organisasi/Institusi] atas sokongan dan kemudahan yang diberikan sepanjang kajian ini dijalankan..
Penyataan Pembiayaan:	Kajian ini menerima sokongan kewangan daripada [Nama Agensi Pembiaya/Pemberi Geran] di bawah Nombor Geran [XXXX]. Sekiranya tiada pembiayaan, sila nyatakan: Kajian ini tidak menerima sebarang pembiayaan.

Pernyataan Konflik Kepentingan:	Penulis mengisytiharkan bahawa tiada konflik kepentingan berkaitan penerbitan kertas kerja ini. Semua penulis telah menyumbang kepada kajian ini dan telah meluluskan versi akhir manuskrip untuk penyerahan kepada International Journal of Entrepreneurship and Management Practices (IJEMP)
Pernyataan Etika:	Pilihan A (Untuk Kajian yang Melibatkan Responden Manusia) Kajian ini telah dijalankan selaras dengan piawaian etika penyelidikan. Semua prosedur yang melibatkan responden manusia telah disemak dan diluluskan oleh [Nama Lembaga Etika Penyelidikan/Jawatankuasa Etika], dengan nombor kelulusan [XXXX]. Persetujuan bermaklumat telah diperoleh daripada semua responden sebelum pengumpulan data dijalankan. Penyertaan adalah secara sukarela, dan responden telah dijamin kerahsiaan serta anonimitas. Data yang dikumpulkan digunakan semata-mata bagi tujuan akademik. Pilihan B (Untuk Kajian yang Tidak Melibatkan Responden Manusia atau Haiwan) Kajian ini tidak melibatkan sebarang responden manusia, haiwan, atau data sensitif yang memerlukan kelulusan etika. Penulis mengesahkan bahawa penyelidikan ini telah dijalankan selaras dengan prinsip integriti akademik dan piawaian etika penerbitan yang diterima umum.
Pernyataan Sumbangan Penulis:	Semua penulis telah menyumbang secara signifikan terhadap pembangunan manuskrip ini. [Penulis A] bertanggungjawab terhadap pengkonsepian, metodologi dan penyeliaan keseluruhan kajian. [Penulis B] mengendalikan pengumpulan data, analisis serta tafsiran dapatan kajian. [Penulis C] menyumbang kepada sorotan literatur, penyediaan draf, dan semakan kritikal manuskrip. Semua penulis telah membaca dan meluluskan versi akhir manuskrip sebelum penyerahan..

Rujukan (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>.

Lampiran (jika perlu) – Sertakan soal selidik, jadual tambahan atau bahan sokongan.

Notes:

- * Please remove any numbering on heading and subheading.
- * Example for numbering figure are: Figure 1, Figure 2, Figure 3so on.
- * Example for numbering table are: Table 1, Table 2, Table 3so on.
- * Please refer above example for table and figure.
- * Please remove the page number
- * Margin Normal: Top (2.54cm), Bottom (2.54cm), Left (2.54cm), Right (2.54cm)
- * Minimum Pages 6 & Maximum Pages 25
- * Minimum reference 15 (70% from published work)
- * Affiliation (Faculty / University) and email for all author are compulsory.
- * ORCID iD is compulsory. If you don't have you may register here:
<https://orcid.org/register>
- * It is preferred to use email from the institution.
- * Please address which one is corresponding author by put the star as an example
- * Acknowledgement, Funding Statement, Conflict of Interest Statement, Ethics Statement and Author Contribution Statement is compulsory