

21st



FAKULTI
EKONOMI &
PENGURUSAN
Faculty of Economics &
Management

MALAYSIA - INDONESIA

International Conference on Economics, Management and Accounting

Asean Integration Towards Shared Prosperity in Global Uncertainty



25 - 27 OCT
2021



CONFERENCE PROCEEDINGS

Editors:

Nur Sa'adah Muhamad

Muhamad Asri Abd Ghani

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PROCEEDINGS OF MIICEMA XX1 (2021)
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THEME:
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IN GLOBAL UNCERTAINTY

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ABOUT MIICEMA2021

The 21st Malaysia-Indonesia International Conference on Economics, Management and Accounting (MIICEMA2021) was held on 25th to 27th October 2021 and organized by the Faculty of Economics and Management, Universiti Kebangsaan Malaysia. For the first time since its inception 20 years ago, MIICEMA2021 was conducted virtually via the online platform.

Malaysia-Indonesia Cooperation in Economics, Management and Accounting was first coined in 1993 at a meeting in Bangi, Malaysia, with its first conference hosted by Universitas Syiah Kuala, Banda Aceh, Indonesia in the same year. MIICEMA was founded as an academic collaboration between Universiti Kebangsaan Malaysia (UKM) through its Faculty of Economics and Management (FEP) and five Indonesian universities namely Universitas Syiah Kuala, Institut Pertanian Bogor, Universitas Muhammadiyah Surakarta, Universitas Bengkulu and Universitas Padjadjaran. The mission of this cooperation then was to create a formal networking between UKM and the pioneering Indonesian universities, and to foster the academic collaboration and camaraderie between its members. Fast forward to two decades later, 29 universities and institutes from Malaysia and Indonesia are now the permanent members of this cooperation.

Following the tradition of the long-established friendship, the honour of becoming the organizer and to host the 21st instalment of MIICEMA has been given to FEP UKM, in conjunction with the UKM's 50th anniversary in 2020. However, due to the sudden global outbreak of the COVID-19 pandemic, the 21st MIICEMA, which was planned to be held in Bangi, Malaysia had to be postponed for one year.

The theme chosen for MIICEMA2021 is: 'ASEAN Integration Towards Shared Prosperity In Global Uncertainty'. The topics of interests accepted for presentations include, but are not limited to management, business, accounting, banking, economics, entrepreneurship, finance, marketing, supply chain, logistics, transportation, tourism, hospitality, health care, human resource, government, management, administration and law.

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The Effect of Information Technology Usage on Small Scale Industry Performance (Case Study: Small Scale Industry in Palembang City)

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ABSTRACT

This study aims to determine the effect of the use of information technology on the performance of small-scale industry by taking a case study in Palembang, capital city of South Sumatera Province in Indonesia. The data used are primary data from 51 samples from the food industry and the weaving and fashion industry in the city of Palembang. The analysis technique used is a simple regression method to determine the effect of information technology on profits. Based on field data it is known that the information technology used is computers and the internet which is used for marketing, promotion and administration. Regression results indicate a positive and significant effect between information technology and small industry profits in the city of Palembang.

Keywords: Information Technology, Profit, Small Scale Industry



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