

Journal



ISSN E 3123-3449

GREAT

**Global Research in Economics and
Advanced Theory**

Vol. 1, No. 1, 2024

Published by :

Gabungan Riset Edukasi, dan Eksplorasi Teori (GREET)

Punge Blang Cut, Jaya Baru – Banda Aceh

Website : <https://greet-research.org/index.php/Great>

Volume. 1 | Issue 1

February 2024

This Journal Index by :



Gabungan Riset Edukasi, dan Eksplorasi Teori (GREET)

Banda Aceh, Indonesia

Editor in Chief

Hendri Mauliansyah, Universitas Muhammadiyah Aceh, Banda Aceh, Indonesia.

Editorial Board

Azwan bin Abdullah, Universiti Malaysia Kelantan, Kelantan, Malaysia

Dzulkarnain Musa, Politeknik Sultan Abdul Halim Mu'adzam Shah, Kedah, Malaysia

Muhammad Arfan, Universitas Syiah Kuala, Banda Aceh, Indonesia

Syukriy Abdullah, Universitas Syiah Kuala, Banda Aceh, Indonesia

Sulaiman, Universitas Syiah Kuala, Banda Aceh, Indonesia

Zulkifli Umar, Universitas Muhammadiyah Aceh, Banda Aceh, Indonesia.

Managing Editor

Saiful Baharee, Politeknik Tuanku Sultanah Bahiyah, Kedah, Malaysia

Saiful, Universitas Islam Negeri Ar-Raniry, Banda Aceh, Indonesia.

Budi Safatul Anam, Universitas Muhammadiyah Aceh, Banda Aceh, Indonesia. Rina

Maulina, Universitas Teuku Umar, Maulaboh, Indonesia

Suprianto, Politeknik LP3I Medan, Indonesia.

Language & Copy Editor

Erlinda, Universitas Muhammadiyah Aceh, Banda Aceh, Indonesia.

Layout Editors

Aida Fitri, Universitas Muhammadiyah Aceh, Banda Aceh, Indonesia.

Rola Manjaleni, Universitas Teknologi Digital, Bandung, Indonesia

Anhar Firdaus, Politeknik Negeri Lhokseumawe, Indonesia

Technical Editor/IT Support

Tengku Mohd Diansyah, Universitas Harapan Medan, Indonesia.

Contents

ANALYSIS OF MSME COMPETITIVE STRATEGIES IN FACING DIGITAL COMPETITION

Hendri Mauliansyah | 1-14

IMPLEMENTING THE BALANCED SCORECARD IN STRATEGIC MANAGEMENT OF SHARIA FINANCIAL INSTITUTIONS

Budi Safatul Anam | 15-25

WORD-OF-MOUTH MARKETING STRATEGIES BY SME PLAYERS IN THE DIGITAL ERA

Reza Juli Amri | 26-33

CORPORATE GOVERNANCE MECHANISMS AND RISK MANAGEMENT PRACTICES IN INDONESIA'S ISLAMIC INSURANCE INDUSTRY

Johar Muammar Qadhafi | 34-43

VISUAL CONTENT STRATEGIES FOR INCREASING ONLINE VISIBILITY OF CULINARY MSMEs

Kiki Putri Amelia | 44-52