

Surakarta, June 11, 2019

Abdul Moin, PhD

Editor-in-Chief Jurnal Siasat Bisnis, Universitas Islam Indonesia

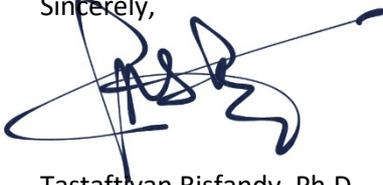
Dear Editor-in-Chief,

Universitas Sebelas Maret jointly with the NCAB Consortium has successfully held The 5<sup>th</sup> NCAB conference in Syariah Hotel Solo, April 4-5, 2019. As we have agreed previously, several of selected papers the conference will be recommended to be submitted to the *Jurnal Siasat Bisnis*. Here, we inform you that the following selected papers are suitable with the focus and scope of *Jurnal Siasat Bisnis*:

1. GAMIFIED TRAINING: A NEW CONCEPT TO IMPROVE TEAM'S SOFTSKILLS (Tina Rahayu, Olivia Fachrunnisa, Ardian Adhiatma – Universitas Islam Sultan Agung)
2. EFEKTIVITAS ELEMEN KUNCI MANAJEMEN MEREK DALAM MEMBENTUK LOYALITAS KONSUMEN (Pram Suryanadi dan Catur Sugiarto – Universitas Sebelas Maret)
3. PERAN LIKUIDITAS DALAM ASSET PRICING DI BURSA EFEK INDONESIA (Vina Christina Nugroho dan Catherine Dwiputri – Universitas Pelita Harapan)

We have also informed the authors that they should follow the author guidelines in *Jurnal Siasat Bisnis* (including that the manuscript should be in English) and several recommendations to the author we have published in the NCAB website<sup>1</sup>. The authors therefore will submit their paper through *Jurnal Siasat Bisnis* website. Thank you for your cooperation.

Sincerely,



Tastaftiyan Risfandy, Ph.D.

NCAB Conference Chair

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<sup>1</sup> <https://mm.feb.uns.ac.id/conference/index.php/proposed-papers-to-be-published-in-scholarly-journal/>