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PT. FORMOSA CENDEKIA GLOBAL

Jl. Sutomo Ujung No.28 D, Durian, Kecamatan Medan Timur, Kota Medan, Sumatera Utara 20235, Indonesia.

Website: <https://npaformosapublisher.org/>

Phone: +62 877-1388-1007

Email: admin@formosapublisher.org

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We are delighted to present the latest issue of the Asian Journal of Applied Business and Management (AJABM), a platform dedicated to the dissemination of innovative research and practical insights across the fields of business and management. This journal aims to bridge the gap between academic theory and practical application, fostering a deeper understanding of the dynamic business landscape within Asia and beyond.

The Asian region has emerged as a global hub for economic growth, technological advancements, and cultural diversity, making it a fertile ground for groundbreaking studies and transformative practices. In this issue, we feature a diverse collection of research articles, case studies, and reviews that reflect the multifaceted nature of the business world. These contributions explore contemporary challenges, propose sustainable solutions, and highlight emerging trends that influence decision-making processes in organizations of all sizes.

We extend our heartfelt gratitude to our contributors, whose rigorous research and thoughtful analyses have enriched the journal. We are also deeply thankful to our editorial board, reviewers, and staff for their tireless efforts in ensuring the quality and integrity of this publication. Their dedication to academic excellence ensures that AJABM remains a trusted resource for researchers, practitioners, and policymakers.

As you engage with the articles in this issue, we hope you find inspiration and practical value that can drive meaningful change in your respective fields. We encourage feedback and collaboration to continue advancing the discourse on applied business and management in Asia and the global arena.

Thank you for your continued support of the Asian Journal of Applied Business and Management.

Happy reading

Genesis Sembiring Depari, Ph.D,

Editor in Chief