

Journal of Business, Economics, and Social Science Review

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Sustainable Business Strategy Through Product Innovation in VCO Start Businesses

Tri Yulianti M. Londol, Sulaiman Miru, Asngadi

Performance Management Strategy to Increase Employee Motivation in Cripscot Businesses

Muhammad Fauzi, Harnida Wahyuni Adda, Idris, Nur Riski Islianty

Implementation of Digital Marketing as a Marketing Strategy for VCO Star MSMEs

Mohamad Ansar, Syamsul Bahcri, Arul

Increasing The Efficiency of Employment Administration Through Human Resource Management Practices at CV Sofie Local Food

Fiske Meisceline Kalesu, Risnawati, Ni Luh Putu Evvy Rossanty,
Wiri Wirastuti

Analysis of Brown Sugar MSME Income in Lembantongoa Village, Palolo District, Sigi Regency

Muhammad Mukram, Ira Nuriya Santi, Zakiyah Zahara, Sri Wanti

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ABOUT JOURNAL

Journal of Business, Economics, and Social Science Review (JBESSR) is a scientific journal published by the Global World Scientific which aims to publish articles of empirical and theoretical studies on business, economics, and social science. The fields of business, economics, and social sciences have a lot of overlap because business and economics is basically a part of social activity and is influenced by social dynamics. Some aspects in which business, economics, and social sciences are interconnected include: Human Resources Management (HRM), Marketing and Consumers, Business Ethics, Business Economics, Business Communication, Organizational Development and Change, Economics Industrial Relations, financial and capital market, and Product Development and Innovation. Combining business, economics, and social science helps organizations understand their social context, conduct their operations in an ethical and sustainable manner, and effectively achieve their business goals in society. Editors accept articles in English or Bahasa and were not delivered or published in another journal. Determination of the article that appeared determined by expert editors review results through double blind review process. JBESSR focuses related on various themes, topics and aspects business, economics, and social science, including (but not limited) to the following topics: Human Resource Management (HRM), Financial Management, Behavioral Finance, Marketing Management, Strategic Management, Digital Business, Organizational Behavior, Operations Management, Change Management, Knowledge Management, Entrepreneurship, Capital Market.

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EDITOR'S INTRODUCTION

Dear readers,

Journal of Business, Economics, and Social Science Review (JBESSR) is published fourth a year, in February, May, August, and November. JHCSE is published with reference to the Periodical Accreditation Guidelines (Permenristek Dikti RI No. 9 Tahun 2018) as well as the JHCSE Article Writing Guidelines included at the end of this journal. JBESSR aims as a media of information and exchange of scientific articles between teaching staff, alumni, students, practitioners and observers of science that covers a lot of common problems or issues related to business, economics, and social science. Therefore, the Journal of Business, Economics, and Social Science Review accepts articles from Indonesian authors and other countries that have not been offered for publication elsewhere. The first issued in February 2024, the Journal of Business, Economics, and Social Science Review publishes new editions fourth a year in February, May, August, and November. Journal of Business, Economics, and Social Science Review has published electronic (PDF) versions.

Journal of Business, Economics, and Social Science Review (JBESSR) Volume 1, Issue 1, February 2024 published five scientific articles on various interesting topics with qualitative analysis, quantitative analysis, and teoritical review. Journal topics published in this number consist of Sustainable Business Strategy Through Product Innovation in VCO Start Businesses; Performance Management Strategy to Increase Employee Motivation in Cripscot Businesses; Implementation of Digital Marketing as a Marketing Strategy for VCO Star MSMEs; Increasing The Efficiency of Employment Administration Through Human Resource Management Practices at CV Sofie Local Food; Analysis of Brown Sugar MSME Income in Lembantongoa Village, Palolo District, Sigi Regency.

Journal of Business, Economics, and Social Science Review (JBESSR) is in the process of being indexed by crossref, SINTA Riset Dikti, IPI, GoogleScholar, and Directory of Open Access Journals (DOAJ), Dimension, Road, One Search. We are waiting for the participation of readers to submit the best articles for us to publish in subsequent editions.

Happy reading,

Editorial Team

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