

The Journal of Management, Digital Business, and Entrepreneurship

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ABOUT JOURNAL

The Journal of Management, Digital Business and Entrepreneurship (JMDBE) is a scientific journal published by the Global World Scientific which aims to publish articles of empirical and theoretical studies in the field of marketing management, finance, human resources, operations, strategy management, tourism management, digital business, and entrepreneurship. Editors accepted 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 a blind review process. JMDBE focuses related on various themes, topics, and aspects of Management, digital business, and entrepreneurship, including (but not limited) to the following topics: Human Resource Management, Financial Management, Behavioral Finance, Marketing Management, Strategic Management, Digital Business, Organizational Behavior, Operations Management, Change Management, Management of Sharia, Knowledge Management, Entrepreneurship, E-Business, Capital Market.

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EDITOR'S INTRODUCTION

Dear readers,

The Journal of Management, Digital Business and Entrepreneurship (JMDBE) is published in February, May, August, and November four times a year. JMDBE is published concerning the Periodical Accreditation Guidelines (Permenristek Dikti RI No. 9 Tahun 2018) and the JMDBE Article Writing Guidelines included at the end of this journal. JMDBE aims as a media of information and exchange of scientific articles between teaching staff, alums, students, practitioners, and observers of science in the fields of Management, Digital Business, and Entrepreneurship. The JMDBE editorial staff received various scientific articles from empirical research and theoretical studies related to Management, which has never been published in other media.

JMDBE Volume 1, Issue 1, February 2023, published five scientific articles on various exciting topics with quantitative analysis and theoretical review. Journal topics published in this number consist of Impact Profitability, Liquidity, and Credit Risk to Market Capitalization Banking Sector on the Indonesia Stock Exchange; Big Data and Big Data Analytics in Value Creation and Innovation; A Study on The Development of Priority Tourism Destinations in The Bromo Tengger, Semeru Area; The Influence of Online Customer Reviews, Prices, and Sales Promotions on Buying Interests in the Tokopedia Marketplace; The Influence of Store Atmosphere and Sales Promotion on Impulse Buying at Lima Rasa Café During the Covid-19 Pandemic.

The Journal of Management, Digital Business and Entrepreneurship (JMDBE) 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