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Editorial

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The *International Journal of Management and Business Intelligence* is established as a platform for the dissemination of high-quality research, innovative ideas, and practical insights in the fields of management, business strategy, and data-driven decision making. In an era where digital transformation and global competition shape business environments, the integration of management principles with business intelligence has become increasingly vital. This journal aims to bridge academic theory with real-world application, providing knowledge that is both scientifically grounded and relevant to current industry challenges.

The articles published in this edition come from researchers, academics, and practitioners across diverse institutions and regions. Each contribution has undergone a rigorous review process to ensure scholarly integrity, originality, and academic advancement. It is our hope that the insights presented will inspire further research, enhance professional practice, and support informed decision-making in business and organizational contexts.

We extend our appreciation to the editorial team, reviewers, and contributors whose commitment and expertise have made this publication possible. We also express our gratitude to our readers, whose engagement continues to motivate the development of quality academic work. May this journal serve as a valuable resource for scholars, educators, students, policymakers, and business professionals alike.

Happy Reading

Marisa Yunita, S.Pd., M.M, Universitas HKBP Nommensen

Editor in Chief