

Editorial Team

Advisory:

Nia D Simanjuntak, S.Pd, Formosa Publisher, Indonesia

Editor in Chief:

Marisa Yunita, S.Pd., M.M, Formosa Publisher, Indonesia

Editorial Board:

Genesis Sembiring Depari, S. Pd, MBA, Ph.D, Universitas Pelita Harapan, Indonesia

Ari Kristanta Tarigan S.Sn., M.Sn, Formosa Publisher, Indonesia

Dr Muhammad Nur Abdi, SE., MM, Universitas Muhammadiyah Makassar, Indonesia

Lusius Sinurat, SS, M.Hum, Pena Sinergi, Indonesia

Irwan Ginting S.Th., M.Pd.K, Formosa Publisher, Indonesia

Reviewer Team:

Dr Muhammad Nur Abdi, SE., MM, Universitas Islam Negeri Alauddin Makassar, Indonesia

Timi Olubiyi, M.IoD., M.Phil., Ph.D, Babcock University, Nigeria

Robetmi Jumpa Kita Pinem, Universitas Diponegoro, Indonesia

Ade Putra Ode Amane, S.Sos., M.Si, Universitas Muhammadiyah Luwuk, Indonesia

Genesis Sembiring Depari, Ph.D, Universitas Pelita Harapan, Kampus Medan, Indonesia Kattareeya

Prompreing, Ph.D, Rajamangala University of Technology Lanna, Thailand

Administration:

Muti Amanda Chairiyah, Formosa Publisher, Indonesia

Address:

PT. FORMOSA CENDEKIA GLOBAL

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

Website: <http://formosapublisher.org>

Phone: +62 877-1388-1007

Email: admin@formosapublisher.org

Table of Contents

Vol. 1, No. 4 July 2025

Editorial Team

Content

Editorial

- Weak Institutional Image and Unrecognizability: A Literature Review on Growth Barriers
in Non-Excellent Campuses 199-216
Arijo Isnoer Narjono
- Added Value of Banana Chips in Kelor Farmer Women Group, Jonggat District, Central
Lombok Regency 217-230
Ibrahim, Taslim Sjah, Ketut Budastra
- Analysis of the Application of Customer Relationship Management to Support Skincare
Repurchase Interest on the Tiktok WJ LOVE Platform 231 -244
Riska Apriliani, Veta Lidya Delimah Pasaribu
- Analysis of Effective Promotion Strategies in Online Transportation Companies Impacting
Their Use 245 - 254
M Rizki Alfadillah, Veta Lidya Delimah Pasaribu
- Analysis of Internal Control in the Management of School Operational Assistance
Funds (BOS) SDN Sukadami 01 Cikarang Selatan 255-266
Sabrina Dwiyanti
- The Impact of Globalization on Harmonization of International Accounting Standards: IFRS
Adoption Study in Indonesia 267 -278
*Adinda Novia Syahrani, Aisyah Safitri, Dea Alyandah Pratiwi, Gafira Nur Amalia, Yasin
Mulyanto*
- Effective Waste Management and Empowerment 279 - 292
Andi M. Rusdi Maidin, H.A. Bahruddin, Rajamemang, Wahyudi Putera, Sabir Maidin

This research was undertaken as part of our ongoing commitment to contribute to the development of scholarly knowledge in the fields of business and management, particularly within the context of Asian business practices. As Asia continues to play a central role in shaping global economic dynamics, it becomes increasingly important to examine the unique organizational, financial, and managerial strategies emerging across the region.

The authors are grateful for the opportunity to publish in *Metropolis: The International Journal of Asian Business and Development*, a platform that encourages thoughtful discussion and critical analysis of contemporary issues in business, finance, accounting, and management. We believe that this journal plays a significant role in advancing the academic dialogue on theoretical frameworks and practical innovations relevant to Asian markets.

It is our hope that the insights presented in this paper will not only contribute to the ongoing discourse but also serve as a valuable reference for academics, practitioners, and policymakers who are navigating the evolving landscape of business in Asia.

We extend our sincere appreciation to the editors and reviewers whose guidance and feedback have greatly enriched the quality of this publication.

Happy reading

Marisa Yunita, S.Pd., M.M, Formosa Publisher, Indonesia
Editor in Chief