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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

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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

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