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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

Table of Contents

Vol. 1, No. 2 March 2025

Editorial Team
Content
Editorial

Modern Islamic Boarding School Education Management: Adaptation Strategies to Face the Challenges of Globalization <i>Lia Eviyanti, Enung Nugraha, Wahyu Hidayat, Encep Syarifudin</i>	81 –94
Ethics in Accounting Practices Creative Accounting Practices and Their Impact on Financial Statement Transparency Enron Case Study Corporation <i>Anggi Mailani, Ani Septiani, Aprilia Eka Saputri, Indriyani Aprilia Setiawan, Yernita Bago</i>	95 –102
Social Accounting in Microfinance: aCase Study of MBK in Women's Economic Empowerment <i>Amrulloh Ghofilin Priyanto, Hasbi Albatsyah, Muhammad Najib, Nicolas Leonil, Sigit Purwanto</i>	103 –112
Paradigm Shift of Accounting Theory and its Adaptation in Business Practice <i>Aditia Mardiansah, Dwi Febrian, Fadia Maulida, Malika Saufura, Puri Yunanda</i>	113 –120
The Conceptual Framework of Accounting: Theory, Evolution, and Challenges in Modern Practice <i>Anneke Pratiwi, Suci Niawati Elisabet Sitohang, Ira Elisabeth Meysah Sihombing, Rismah Ayu Widodo, Ivonny Ade Maria Tamonob</i>	121 -134

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