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INTRODUCTION IN A SCIENTIFIC JOURNAL

We give thanks to God Almighty for the publication of Volume AMBIS: Aecyon Management Business Innovation Studies. This journal serves as a platform for scientific publications managed by Aecyon Publisher with a strong dedication to supporting the development of knowledge in the fields of management, business, and innovation.

AMBIS is designed to be a bridge for academics, researchers, practitioners, and students in disseminating original critical thinking and empirical research results. With a focus on the dynamics of business innovation in the digital era, we are committed to maintaining the quality of publications through a rigorous and transparent double-blind peer review process.

The publication of each edition is the first step for us to ensure that the authors' works are indexed and cited globally. We would like to thank the editorial board, peer reviewers, and all authors who have entrusted their work to AMBIS.

Happy reading and greetings of innovation.

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