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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. 5 No. 5 (2026): September 2026

Editorial Team
Content
Editorial

The Influence of Leadership Style and Organizational Culture on Employee Performance with Work Motivation as an Intervening Variable: A Study at Bank Mandiri Singaraja Branch <i>Kadek Pratama Darma Yuda</i>	1215-1228
The Effect of Liquidity, Solvency and Profitability on Financial Distress in the Food and Beverage Sector Listed on the Indonesia Stock Exchange (2021-2024 Period) <i>Annisa Nur Istigfiruri, Edi Joko Setyadi, Iwan Fakhruddin, Ani Kusbandiyah</i>	1229-1244
The Influence of Digital Marketing, Service Quality, and Location on Consumer Satisfaction at Hotels in Pagar Alam <i>Marlianah, Sulaiman Helmi, Trisninawati, Dewi Sartika</i>	1245-1260
The Influence of Digital Leadership and Digital Competence on Employee Performance with Work Motivation as an Intervening Variable <i>I Dewa Putu Alit Satryawan, I Wayan Terimajaya, I Made Bayu Wisnawa</i>	1261-1276
Prevention Efforts of the Manpower and Transmigration Office for Non-Procedural Migrant Workers in North Central Timor Regency <i>Zenobius Alfa Amfotis Taek, Aplonia Pala, Herminus Kefi, Stefanus Bekun, Alfrido Naiheli</i>	1277-1294

It is with great pleasure that we introduce the International Journal of Business and Applied Economics (IJBAE), a scholarly platform dedicated to advancing knowledge and fostering innovation in the fields of business and applied economics. Our vision is to create a dynamic forum where academic rigor meets real-world application, bridging the gap between theoretical insights and practical implementation.

The IJBAE aims to address the ever-evolving challenges and opportunities faced by businesses and economies in today's interconnected world. By publishing high-quality research, policy analyses, and case studies, the journal serves as a resource for academics, industry professionals, and policymakers alike. Our scope encompasses a wide array of topics, including but not limited to entrepreneurship, strategic management, financial analysis, economic modeling, and sustainable development.

The inaugural issue represents a significant milestone, reflecting the collaborative efforts of our contributors, reviewers, and editorial team. Each article has undergone a meticulous peer-review process to ensure it meets the highest standards of quality and relevance. The diversity of perspectives and methodologies showcased in this issue underscores our commitment to interdisciplinary research and global engagement.

We express our deepest gratitude to the authors whose contributions form the foundation of this publication. Their dedication to advancing knowledge in business and applied economics is both inspiring and essential to the journal's success. We are equally indebted to our editorial board and reviewers, whose expertise and diligence have been invaluable in shaping the content of this issue.

As we launch the IJBAE, we invite readers to join us on this journey of exploration and discovery. Your feedback and engagement are vital to the journal's continuous improvement and impact. Together, we aspire to build a vibrant academic community that drives meaningful dialogue and fosters solutions to the pressing issues of our time.

We hope that the research presented in this journal will serve as a source of inspiration and guidance, contributing to the development of innovative strategies and policies that benefit businesses, economies, and societies worldwide.

Happy reading

Genesis Sembiring Depari, Ph. D, Formosa Publisher, Indonesia
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