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# VOL. 5 NO. 2, NOVEMBER 2026

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# PREFACE

All praise be to Allah SWT for the publication of *Journal of Economics and Business*, Volume 5, Number 2, Year 2026. This edition features seven scientific articles that cover a range of current studies in the fields of economics and business. Each article has undergone a rigorous review process to ensure its academic quality and contribution to the advancement of knowledge. The topics presented include economic dynamics, digital marketing strategies, human resource management, the impact of fiscal policy on economic growth, and the development of micro, small, and medium enterprises (MSMEs) in facing the challenges of the digital era.

We hope this journal will serve as a valuable reference for academics, practitioners, researchers, and students who are interested in deepening their understanding and practice in the fields of economics and business. We would like to express our sincere gratitude to all authors, reviewers, and the entire editorial team for their contributions and dedication in making this edition possible. May the *Journal of Economics and Business* continue to grow as a credible and inspiring scientific platform.

This volume represents the tenth publication, released in **November 2026**. The *Journal of Economics and Business* has been accredited with **Sinta 4** based on the Decree of the Director General of Research and Development, Ministry of Higher Education, Science, and Technology of the Republic of Indonesia, **Number 10/C/C3/DT.05.00/2025**, stating that *Journal of Economics and Business* (e-ISSN 29618169) is accredited from **Volume 1 Number 2 of 2022 through Volume 6 Number 1 of 2027**.

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