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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](mailto:admin@formosapublisher.org)

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## Editorial

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Welcome to the inaugural edition of the Asian Journal of Management Analytics,

The Asian Journal of Management Analytics (AJMA) is dedicated to advancing the study and application of data analytics across diverse fields in business, economics, and management. AJMA is positioned as a valuable resource for researchers and practitioners aiming to bridge theory and practice in accounting, finance, management, marketing, production, operations management, and supply chain management. In this rapidly evolving digital age, data analytics is becoming integral to decision-making and strategy across these disciplines, enabling businesses to adapt and thrive in dynamic markets.

This journal stands out by emphasizing the interdisciplinary connections and interface between data analytics and various business areas, encouraging research that tackles complex problems with innovative analytical solutions. AJMA's scope includes a broad range of research methods such as empirical analysis, big data analytics, data science, operations research, decision science, and simulation modeling, welcoming contributions that offer fresh perspectives and actionable insights.

Published quarterly in January, April, July, and October, AJMA strives to offer a consistent platform for groundbreaking research that is relevant both to academic discourse and practical application. The journal remains committed to fostering knowledge exchange that not only addresses current challenges but also anticipates the needs of the future in a data-driven world.

Happy reading

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