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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

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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.

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