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We are pleased to present the latest edition of the Indonesian Journal of Entrepreneurship & Startups (IJES), an academic journal dedicated to exploring the dynamic world of entrepreneurship and startups in Indonesia and beyond. Our mission is to provide a valuable platform for academics, practitioners, and policymakers to exchange insights, research findings, and best practices in the field of entrepreneurship and startup development.

This edition features a diverse collection of articles covering critical topics such as business innovation strategies, the impact of digital transformation on startups, key success factors for emerging enterprises, and the role of regulatory frameworks in fostering a robust entrepreneurial ecosystem. Each article has undergone a meticulous selection and peer-review process to ensure high academic standards and practical relevance.

We hope that this publication serves as a source of inspiration and knowledge, offering fresh perspectives on entrepreneurship and startup dynamics. It is our aspiration that IJES continues to contribute to academic discourse and real-world business advancements. We also welcome contributions from scholars and industry professionals for future editions to further enhance the journal's impact and reach.

In closing, we extend our sincere gratitude to the authors, editors, reviewers, and all stakeholders who have contributed to the publication of this journal. Your dedication and expertise have been invaluable in maintaining the quality and integrity of IJES. May this journal continue to serve as a beacon of knowledge for the entrepreneurial community in Indonesia and globally.

Happy Reading

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