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Welcome to the inaugural issue of *Jurnal Ekonomi dan Bisnis Digital (MINISTAL)*, a scholarly platform dedicated to exploring the transformative intersection of economics, business, and digital innovation. As the world rapidly evolves through digitalization, the fields of economics and business are witnessing unprecedented changes, reshaping traditional paradigms and creating new opportunities and challenges. This journal aims to capture these dynamic shifts by fostering research that bridges the gap between theory and practice in the digital era.

Jurnal Ekonomi dan Bisnis Digital (MINISTAL) is established to provide a space for academics, practitioners, and policymakers to share insights, research findings, and innovative solutions addressing the challenges posed by digital transformation. The scope of the journal encompasses a wide range of topics, including digital economy, e-commerce, fintech, digital marketing, data-driven decision-making, and the broader implications of technology in economic and business contexts.

This first issue represents a collection of thought-provoking articles that delve into contemporary issues and trends shaping the digital economy and business landscape. Each contribution has undergone a rigorous peer-review process to ensure academic excellence and relevance. We are proud to feature the work of researchers and practitioners who bring diverse perspectives to the discourse on how digitalization is redefining industries, economies, and societies.

We express our deepest gratitude to the authors, reviewers, and editorial team who have made this publication possible. Their hard work, dedication, and intellectual contributions have set a strong foundation for this journal.

As you engage with the articles in this issue, we invite you to reflect on the insights presented and consider contributing to future editions of *Jurnal Ekonomi dan Bisnis Digital (MINISTAL)*. Together, we hope to build a vibrant community of scholars and practitioners committed to advancing knowledge and innovation in the digital era.

Happy reading

Genesis Sembiring Depari, Ph.D,
Editor in Chief