

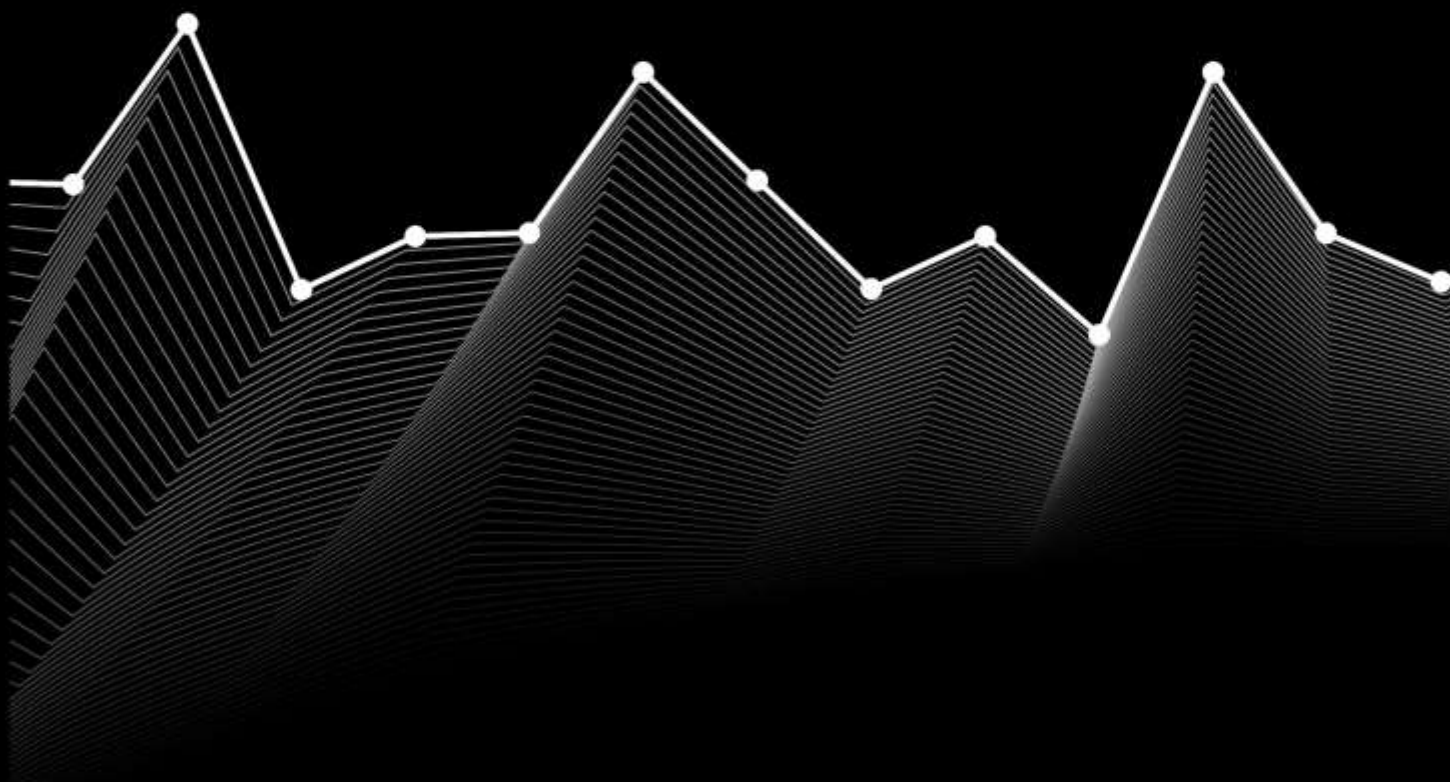
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M2B

Magister Manajemen Bisnis
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IMA

Indonesia Marketing Association



APPMI

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The aim of this **Jurnal Ilmu Manajemen dan Bisnis** is to promote a principled approach to research on management science and business related concerns by encouraging inquiry into the relationship between theoretical and practical studies. **Jurnal Ilmu Manajemen dan Bisnis**, an electronic journal, provides a forum for publishing the original research articles, review articles from contributors, and the novel technology news related to management science and business.

Further, the journal is intended as an instrument for individuals conducting research on management science and business at both micro and macro levels of analysis as well as its relationship with other managerial and business functions.

Editorial Team welcome submissions of papers describing researchers, practitioners, regulators, students, and other parties interested in the development of management science and business. Accepts manuscripts of either quantitative research, qualitative research, mix method research, and Research and Development (R&D) written in either Bahasa Indonesia or English.

The scopes of the topics include OrganizationL Behavior, Leadership, Human Resources Management, Innovation, IT, Operations and Supply Chain Management, Marketing Management, Financial Management, Accounting, Strategic Management, Entrepreneurship, and Green Business.

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