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It is with great pleasure that we introduce the International Journal of Business and Applied Economics (IJBAE), a scholarly platform dedicated to advancing knowledge and fostering innovation in the fields of business and applied economics. Our vision is to create a dynamic forum where academic rigor meets real-world application, bridging the gap between theoretical insights and practical implementation.

The IJBAE aims to address the ever-evolving challenges and opportunities faced by businesses and economies in today's interconnected world. By publishing high-quality research, policy analyses, and case studies, the journal serves as a resource for academics, industry professionals, and policymakers alike. Our scope encompasses a wide array of topics, including but not limited to entrepreneurship, strategic management, financial analysis, economic modeling, and sustainable development.

The inaugural issue represents a significant milestone, reflecting the collaborative efforts of our contributors, reviewers, and editorial team. Each article has undergone a meticulous peer-review process to ensure it meets the highest standards of quality and relevance. The diversity of perspectives and methodologies showcased in this issue underscores our commitment to interdisciplinary research and global engagement.

We express our deepest gratitude to the authors whose contributions form the foundation of this publication. Their dedication to advancing knowledge in business and applied economics is both inspiring and essential to the journal's success. We are equally indebted to our editorial board and reviewers, whose expertise and diligence have been invaluable in shaping the content of this issue.

As we launch the IJBAE, we invite readers to join us on this journey of exploration and discovery. Your feedback and engagement are vital to the journal's continuous improvement and impact. Together, we aspire to build a vibrant academic community that drives meaningful dialogue and fosters solutions to the pressing issues of our time.

We hope that the research presented in this journal will serve as a source of inspiration and guidance, contributing to the development of innovative strategies and policies that benefit businesses, economies, and societies worldwide.

Happy reading

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