

EDITORIAL PREFACE

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We are glad to present to the readers the eighth issue of Journal of Business and Entrepreneurship. In this issue, we continue to publish results of international interdisciplinary scientific studies in various aspects of business and entrepreneurship. We are also glad to have authors from different colleges in Indonesia.

I would like to thank the editorial board who served as anonymous reviewers of submitted manuscripts. Reviewing an article is often a thankless obligation, but the anonymous peer review utilized in a professional journal is a very important element in maintaining proficient integrity and furthering knowledge of the discipline.

Several articles in this issue present the results of studies conducted in terms of various projects, five articles of six researchers are presented. The authors of the articles are from Institut Bisnis & Informatika Kwik Kian Gie, Sampoerna University, Universitas Bunda Mulia, and STIE Madani Balikpapan. According to research topics, the scientific articles are divided into five sections: “Initial Public Offering”, “Restaurant Marketing Strategy”, “Retention Challenges in the Hospitality Industry”, “Historical and Cultural Studies on Martial Arts Tourism”, and “Micro Small Business Performance.” All articles are original research works oriented towards the possibility of implementation in many circumstances.

In closing, as the appointed Managing Editor of this journal, I have the pleasure of inviting the authors from the areas covered by the title, and I would like to ensure a high editorial level in the published papers.