

## EDITORIAL PREFACE

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Despite the challenges to bring a new issue, this journal aims to provide readers worldwide with high quality peer-reviewed scholarly articles on a wide variety of issues. This volume includes five manuscripts. The work by Wijaya and Layman reviews the problems faced by mompreneurs in achieving daily work-life balance. They also report the findings of strategies in achieving work-life balance by the women in entrepreneurial activities. The authors conclude that the most common problems faced by a mompreneur are family dependent care and lack of time. They also note that the widely-used strategy by a mompreneur is to delegate tasks and build relationships with family. In the second article, Savitri, Jakarudi, and Panindriya explore the importance of food that can be used as a diplomatic tool to communicate the branding of a nation. This gastrodiploamacy study aims to identify Garuda Indonesia's (the national airline of Indonesia) efforts to support Indonesia's nation branding. The results of their study show that the Garuda Indonesia's Star Chefs Signature Dishes program can be developed to support Indonesia's nation branding by serving local food using native Indonesian spices to create an impression of the country that has rich flavors and aromas. Winarko and Jaya, co-authors of the 3<sup>rd</sup> paper, share many of the concerns identified in respect of the importance of analyzing the financial performance of Media Nusantara Citra, one of the biggest media integrated groups in Indonesia. They note that the country, which went public in 2007, is consistently becoming the market leader in Indonesian Television Industry. The authors report on the findings of their research to evaluate the corporate's financial performance by utilizing profitability ratios and economic value added as basic measurement. The authors conclude with suggestions that MNC should consider creating more global contents while to be reliant more on their in-house production programs. The fourth article by Pangaribuan, Anggraeni, and Sitinjak explore the importance of using paid promotion feature on Instagram to stimulate business. They surveyed 211 respondents in Jakarta, Bogor, Depok, Tangerang and Bekasi, to evaluate the usefulness and easiness perceptions of using Instagram's paid promotion using big five-factor personality traits. The article concludes that extraversion is the most influential factor towards perceived usefulness of Instagram story paid promotion, while individuals with an openness to experience is the most influential factor towards perceived ease of use. We do hope that these topics will be of interest to the broad scientific community as we take this opportunity to encourage authors from all over the world to publish their research in the Journal of Business and Entrepreneurship. The final article by Butar Butar attempts to examine the generalizability of leadership theories that are mainly developed in Western countries in different cultural contexts. The author managed to survey 198 employees of four top Indonesian companies from telecommunication and banking sectors listed on the Indonesian Stock Exchange (IDX). Despite critics on paternalistic leadership, his study confirms that this type of leadership is workable in Indonesian business culture.