

EDITORIAL PREFACE

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We are pleased to present Volume 7, Issue 2 of *Journal of Business and Entrepreneurship*. The Editorial Board has worked thoughtfully to assemble one of the journal's most varied publications to date. This issue highlights many topics tied together by a pressing uncertainty in the world of business management. In the first paper of the issue, Lusmeida uses a list of companies listed on the Indonesia Stock Exchange from 2015 to 2017 to determine the effect of corporate governance mechanisms and financial performance on income smoothing in manufacturing firms. For a contrast in scope, the second conceptual article by Santoso, Singgih, and Hidayat call on the effect of entrepreneurial creativity on sustainable competitive advantage, and how business model innovation can help start-ups to achieve sustainable competitive advantage. In her opinion piece, Secioria calls attention to loyalty card programs being utilized by marketers to improve the recurring buying behavior. The result of her research revealed that, in comparison with consumer satisfaction, loyalty card programs serve as the stronger factor that affects the relationship between customer's perceived value and brand loyalty. Chandra, Setyohadi, and Hidayat offer a conceptual paper of analyzing the relationship between entrepreneurial leadership and entrepreneurial orientation towards organizational performance and whether employee innovation as a mediator has an impact. Finally, the article in this issue delivers primary data for an issue of urban area restaurant. Anita and Ardiansyah review brand awareness, brand image, and media communication on buying decision and found out that brand awareness does not affect the consumers' purchase decision.

As always, we welcome constructive feedback and hope that our work inspires you to engage with the issues. If you have any questions, comments, or concerns, please do not hesitate to contact us at fob.journal@sampoernauniversity.ac.id