

# NIDA BUSINESS JOURNAL

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NIDA Business Journal (NBJ) is strictly committed to upholding the research and publication ethics. The journal may review by editorial's board and readers (at least 3 from internal and external) aiming at providing a national forum for effective communication of innovative research findings that contribute significantly to further the knowledge in business administration and its related field. Hence, the target audience consists of academicians, business administrators and practitioners, industrialists, researchers, students, and NIDA Graduate School of Business's Alumni.

### Objectives

NIDA Business Journal (NBJ) promotes the diversity of author's origin and editorials. The scope encompasses an original research study relating to General Business, Management and Accounting, Management of Technology and Innovation, Marketing, Strategy and Management, General Economics, Econometrics and Finance field of study. Book and article reviews are published by editor's invitation or discretion.

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