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EDITORIAL FOREWORD

Assalamu alaikum wr.wb.

Alhamdulillah, praise and gratitude be to Allah SWT, for by His permission *Volume 5, Issue 2* of the *Journal of Business Administration (JBA)*, December 2025 edition, has been published. The second issue of JBA this year represents the earnest efforts of the entire editorial team and the support of many parties. The journal once again affirms its commitment to contributing scholarly work in the fields of business administration and business management.

This issue of JBA contains five manuscripts, all of which are research articles. The authors of these five manuscripts are affiliated with Politeknik Negeri Ujung Pandang. On behalf of the Editor-in-Chief, we extend our highest appreciation to all authors of the second issue of 2025 for choosing JBA as the venue for publishing their work.

Finally, we hope that the manuscripts published in the *Journal of Business Administration (JBA)* will enrich the body of knowledge in the fields of business administration and business management. We welcome constructive criticism and suggestions for the improvement of this journal.

Makassar, 24 November 2025

Editor *in Chief*,
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