

# MATRIK: JURNAL MANAJEMEN, STRATEGI BISNIS DAN KEWIRAUSAHAAN

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## **EDITOR'S INTRODUCTION**

Dear readers,

Matrik: Jurnal Manajemen, Strategi Bisnis dan Kewirausahaan (MJMBK) is published twice a year, in February and August. MJMBK is published with reference to the Periodical Accreditation Guidelines (Number 49/Dikti/Kep/2011) as well as the MJMBK Article Writing Guidelines included at the end of this journal. MJMBK aims as a media of information and exchange of scientific articles between teaching staff, alumni, students, practitioners and observers of science in the fields of accounting and business. The MJMBK editorial staff received various scientific articles as a result of empirical research and theoretical studies related to accounting and business, which of course have never been published in other media.

MJMBK Volume 16 Issue 1 January 2022 published twelve scientific articles on various interesting topics with quantitative and qualitative analysis. Journal topics published in this number consist of Effect of Liquidity and Managerial Ownership on the Usage of Derivative Instruments and Company Risk; Food Hoarding Intention during Covid-19 in Indonesia: the Role of Government Regulation as Moderating Variable; Market Reaction As An Impact of The Fed Interest Rate Decrease Announcement In Asian And European Areas; Innovativeness, Risk-Taking, Proactiveness, and Firm Performance with Learning Organizations as Mediating Variables; Tax, Bonus Mechanism, Tunneling Incentive, Debt Covenant and Transfer Pricing in Multinational Companies; The Effect of Women's Entrepreneurship Orientation and Local Wisdom on Capital Structure And SMEs Performance; The Mediating Effect of Knowledge Sharing on Interpersonal Trust and Job Satisfaction of Creative Industry in East Java; An Overview of Impulse Purchase Behavior on F-Commerce Platform in Sumatera, Indonesia; International Quality Certification and Firms' Innovation Performance in Bali, Lampung, and South Sulawesi; Influence of Empowering Leadership to Employee Performance of Bank in Indonesia: Mediating Role of Trust in Manager; The Linkage of Salt Farmer's Financial Literacy with Salt's Productivity, Capital, Price and Market Access; Antecedent Online Marketing Success Bali SMES New Normal Covid-19 Era; The Influence of Brand Associations and Perceived Quality on Purchase Intention: Study at Cibaduyut Shoe Industry Center; Does Risk Taking Behavior Drive MSME Innovation During Covid-19 Pandemic?

Matrik: Jurnal Manajemen, Strategi Bisnis dan Kewirausahaan (MJMBK) indexed by crossref, SINTA 2 Riset Dikti, IPI, GoogleScholar, and Directory of Open Access Journals (DOAJ). We are waiting for the participation of readers to submit the best articles for us to publish in subsequent editions.

Happy reading,

Editorial Team