

Advisory:

Genesis Sembiring Depari Ph.D , Director, Multitech Publisher, Indonesia

Editor in Chief:

Marisa Yunita, S.Pd., M.M, Multitech Publisher, Indonesia

Managing Editor:

Nia D Simanjuntak, S.Pd, Multitech Publisher, Indonesia

Editorial Board:

Dr. Cris Norman P. Olipas, Nueva Ecija University of Science and Technology, Philippines

Dr. Aaron Raymond See, Southern Taiwan University of Science and Technology, Taiwan

Wisuwat Wannamakok Ph.D, Graduate school, Dusit Thani College, Bangkok, Thailand

I Gusti Agung Musa Budidarma, Ph.D, Universitas Klabat, Indonesia

Lusius Sinurat, SS, M.Hum, Pena Sinergi, Indonesia

Lê Thị Bích Ngọc, Ph.D, National Economics University Hanoi, Vietnam

Dr. Uma Shankar Yadav, Motilal Nehru National Institute of Technology Allahabad Prayagraj, India

Dr. Kamran Abdullayev, Institute of Economics of Azerbaijan National Academy of Sciences, Azerbaijan

Assoc.Prof. Dr. Hery Winoto Tj, SE., MM., CPHR., CHCP-A, Krida Wacana Christian University, Indonesia

Kattareeya Prompreing, Ph.D, Rajamangala University of Technology Lanna, Thailand

Renzhong Cui, Ph.D, School of Philosophy and Religious Studies, Minzu University of China, China

Reviewer Team:

Kattareeya Prompreing, Ph.D, Rajamangala University of Technology Lanna, Thailand

Dr. Abhishek Sharma, Shri Jagdishprasad Jhabarmal Tibrewala University, Rajasthan

Dr. Anesito L. Cutillas, Dev. Ed. D, University of San Jose Recoletos, Philippines

Dr. Naila Mukhtar, University of Okara, Pakistan

Nedy S. Coldovero, Capiz State University, Philippines

Dr. Rahul kanaoujiya, Department of Chemistry, University of Allahabad, Prayagraj, India

Fluturim Saliu, Ph.D, University of Tetovo, North Macedonia

Andri Cahyo Purnomo, M.Pd , Universitas Raharja, Indonesia

Administration:

Silvi Medyanta Br Sembiring, S. Pd, Multitech Publisher, Indonesia

Address:

PT Multitech Bintang Asia

Jl. Veteran Gg Cahaya No 103, Berastagi, Indonesia

Website: <http://multitechpublisher.com>

Phone: +62 878-3733-8057

Email: admin@multitechpublisher.com

Table of Contents

Vol. 2 No. 6 November 2024

Editorial Team

Content

Editorial

A Study on Factor Affecting Investment in NSE and BSE Among Gen-Z Palanpur <i>Harsh Thakkar, Het Patel, Jignesh Vidani</i>	433-456
Handicraft Business Opportunities Using Mineral Glass Water: an Innovative Student Enterprise Focused on Eco-Friendly Products in Selangor, Malaysia <i>Hukma Ratu Purnama, Kirana Ikhtiarani, Sudarman, Masita Nairul Aulia Putri, Huswatun Hasanah</i>	457-468
A Comparative Analysis of Online and Offline Purchase Regarding After Sales Service of Smart Phones in Ahmedabad City <i>Rajvi Soni, Bansi Patel, Jignesh Vidani</i>	469-484
To Study the Influence of Social Media Marketing of Branded Clothes on Purchase Intentions of Genz's in Ahmedabad City <i>Bhatt Meetkumar, Patel Hetulkumar, Jignesh Vidani</i>	485-504
Organizational Citizenship Behavior (OCB) Based on Leadership Style and Organizational Culture with Organizational Commitment as an Intervening Variable <i>Dwi Gemina, Erni Yuningsih, Adistiasari Kencana Putri</i>	505-522

Welcome to the inaugural issue of the International Journal of Applied Economics, Accounting, and Management. This journal is dedicated to advancing knowledge and fostering intellectual discourse in the fields of applied economics, accounting, and management, with a special focus on issues and innovations relevant to Indonesia and the global community.

Our mission is to provide a platform for scholars, researchers, and practitioners to share original research, case studies, and theoretical insights that address contemporary challenges in these disciplines. By highlighting the interplay between economic theory, financial practices, and managerial strategies, we aim to contribute to the development of actionable knowledge that benefits academia, industry, and policymakers alike.

This inaugural issue features a diverse collection of articles that reflect the dynamic and interdisciplinary nature of our fields. From exploring innovative accounting methods in emerging markets to analyzing the economic implications of policy reforms, these contributions embody the journal's commitment to rigor, relevance, and impact.

We extend our gratitude to the authors for their valuable contributions and to the reviewers for their meticulous evaluations, which uphold the quality and integrity of this publication. We are also deeply appreciative of the editorial team, whose dedication and expertise have been instrumental in bringing this journal to life.

As we embark on this journey, we invite you to join us in building a vibrant community of inquiry and practice. We encourage submissions that challenge conventional thinking, propose novel frameworks, and offer solutions to pressing economic and managerial problems.

Thank you for your interest in the International Journal of Applied Economics, Accounting, and Management. We look forward to your engagement and to the impactful discussions and discoveries that lie ahead.

Happy reading

Marisa Yunita, S.Pd., M.M
Editor in Chief