

# Binus Business Review

---

**Editor in Chief**

Haryadi Sarjono                      Bina Nusantara University, Indonesia

**Managing Editors**

Nurlina                                      Bina Nusantara University, Indonesia

**International Editor Board**

Alfons Palangkaraya                      Swinburne University of Technology, Australia  
Marcin Staniewski                      University of Economics and Human Sciences in Warsaw, Poland  
Martin Falk                                  University of South-Eastern Norway, Norway  
Mohammad Kabir Hassan                      University of New Orleans, United States  
Sulaimon O. Adebisi                      Nottingham Trent University, United Kingdom  
Yudi Fernando                              Universiti Malaysia Pahang, Malaysia  
Levyda    Sahid University, Indonesia  
Nur Budi Mulyono                      Bandung Institute of Technology, Indonesia  
Yasinta Soelasih                      Atma Jaya Catholic University of Indonesia, Indonesia  
Rindang Widuri                              Bina Nusantara University, Indonesia

**Language and Layout Editor**

Eka Yanti Pangputri                      Bina Nusantara University, Indonesia  
Dina Nurfitri                                  Bina Nusantara University, Indonesia  
Holil    Bina Nusantara University, Indonesia  
Atmawati    Bina Nusantara University, Indonesia

**Secretariat**

Dewi Novianti                              Bina Nusantara University, Indonesia

**Description**

Binus Business Review is an international journal published in March, July, and November. The journal is hosted by the Research and Technology Transfer Office of Bina Nusantara University supported by Forum Manajemen Indonesia. The journal contents are managed by Binus Business School and Forum Manajemen Indonesia (FMI). The journal invites professionals in the world of education, research, and entrepreneurship to participate in disseminating ideas, concepts, new theories, or science development in the field of Management & Business through this scientific journal. Currently Binus Business Review (BBR) has been accredited by DIKTI under the decree number 158/E/KPT/2021 (SINTA 2) and has been indexed by CrossRef, ASEAN Citation Index, Directory of Open Access Journals (DOAJ), Science and Technology Index 2, Indonesia OneSearch, Garda Rujukan Digital (Garuda), Google Scholar, Academic Resource Index (ResearchBib) and Indonesian Research Repository (Neliti).

---

Research and Technology Transfer Office, Bina Nusantara University, Anggrek Campus, Jl. Kebon Jeruk Raya 27, Kebon Jeruk, Jakarta Barat 11530, Tel. +621-5350660 ext. 1705/1708, Fax.+621-5300244, E-mail: bbr@binus.edu, <https://journal.binus.ac.id/index.php/BBR/>, FB: <https://www.facebook.com/BinusBusinessReview>


 The logo for Binus Business Review features the word "Binus" in a yellow, stylized font with a white outline, and "Business Review" in a white, cursive font with a yellow outline. The text is set against a dark green background.

---

 TABLE OF CONTENTS

<b>Agus Purnomo Sidi; Risa Santoso</b> Creative Industries' Risk Appetite in East Java and Its Impact on Dynamic Capability and Competitive Advantage	107–117
<b>Ahmad Azmy; Sina Mauludi</b> The Role of Authentic Leadership and Organizational Commitment to Reduce Turnover Intention in Digital Company .....	119–131
<b>Isnaeni Kumalasari; Avanti Fontana</b> Enhancing Mamanda Product Sales through Business Model Innovation (BMI) .....	133–143
<b>Yasinta Soelasih; Sumani</b> Shopping Products Online After the COVID-19 Era .....	145–156
<b>Dicky Hida Syahchari; Erik Van Zanten</b> The Role of Leadership and Community Involvement in Sustainable Development .....	157–168
<b>Friska Mastarida; Rini Setiawati</b> The Effect of Green Attribute on Green Trust: A Self-Congruence Theory .....	169–177
<b>Sherly Artadita; Sita Deliyana Firmialy</b> How Does Self-Control Moderate Shopping Enjoyment and Impulse Buying Among Generation Z Online Gamers?	179–189
<b>Tinjung Desy Nursanti; Evy Steelyana; Ine WawoRuntu</b> Beyond Batik Lasem: Utilizing Instagram for MSMEs' Growth Opportunity and Challenges .....	191–200