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## EDITORIAL

The recovery phase after the covid pandemic has arrived. Economic growth in various countries is showing signs of recovery. The fairly well-controlled COVID 19 case has made business activities gradually return to normal, although there is still uncertainty regarding the development of new variants. It's time for business leaders to determine the best strategy to take advantage of the recovery momentum and grow faster. Various disruptions in business need the right response so that the business can survive. This edition discusses various issues related to buying behaviour after COVID-19, cost of debt, nurse performance during the covid pandemic, bank credit risk, service management, job satisfaction and green supply chain management.

The first paper by Primanto and Rahmawati (2021) tests the buying behavior during the COVID-19 pandemic. The research finds that panic buying, government stimulus, perceived scarcity, and fear appeal have a significant direct effect on impulse buying behavior. Further result indicates that fear appeal mediates between panic buying, whereas impulse buying behavior has no significant effect. Furthermore, fear appeal mediates between government stimulus, and scarcity of essential products has a significant effect on impulse buying behavior.

The second paper by Rumawas (2021) look at the effect of employee training, employee engagement, and work motivation on nurse performance in the healthcare industry when the COVID-19 pandemic occurred. The research concluded that appropriate employee training, employee engagement, and work motivation had a significant effect on nurse performance. However, employee training and work motivation have no significant effect on nurse performance through employee engagement when the COVID-19 pandemic occurred.

Furthermore, having experience, knowledge, and expertise in banking is important for the board of directors to properly manage its activities, which is indicated by their financial performance. Study by Madyan et al., (2021) investigates the effect of the formal education level of the board of directors on financial performance in terms of profitability. The study indicates that the board of directors with the highest educational level of Masters and Ph.D has positive effect on profitability. Meanwhile, the board of directors with the and education level of Masters has a significant negative effect, and the board of directors with the highest education level of Ph.D has a significant positive effect on interest margin.

The fourth paper by Putri and Syah (2021) explore the relationship between these variables to provide additional information in marketing science and to provide information in the field of marketing in creating managerial strategies for companies. The study finds a positive influence between Exposure to Ads on Dreams of Ads, Dream of Ads on Purchase Intentions, Exposure to Ads on Purchase Intentions, and the moderating role of Price. However, the mediating part of Dreams of Ads between Exposure to Ads and Purchase Intention does not have a significant relationship. The

implication of this research is to provide managerial advice to companies in making advertisements that follow the dreams of the company's target market.

Lestariningsih (2021) analyzes the factors that influence online motorcycle taxi customer satisfaction in Banyuwangi. The results of this study indicate that service quality has a significant positive effect on customer satisfaction and trust. Trust has no significant effect on customer satisfaction. Service quality has no significant effect on customer satisfaction with trust moderation. This research is to improve the service quality of online motorcycle taxi partners.

Hussein and Hapsari (2021) study the effect of interactivity, perceived effectiveness, trust, and experiential marketing on online transportation customers' loyalty in Indonesia. The findings of the study indicate that interaction is a significant predictor of online transportation consumer loyalty. The report also discusses the implications of the results and the direction for further research.

The last paper is trying to analyses the effect of liquidity on bank performance and the moderating effect of the size and board meeting. The results of this study indicate that liquidity has a positive effect on bank performance, the size of the board of commissioners weakens the positive effect of liquidity on bank performance, and the number of board meeting weaken the positive effect of liquidity on bank performance (Ratri, 2021).

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