e-ISSN: 3048-3387 p-ISSN: 3048-3395



Journal of Economics and Leadership

VOLUME 1 NO. 1 MARCH 2024



Lembaga Penelitian dan Pengabdian Kepada Masyarakat (LPPM STIE Kasih Bangsa) Jl. Dr. Kasih No. 1, Arteri Kebon Jeruk, Jakarta Barat

e-ISSN: 3048-3387 p-ISSN: 3048-3395

JOURNAL OF ECONOMIC AND LEADERSHIP VOLUME 1 NO. 1 MARCH 2024

FOCUS AND SCOPE OF THE JOURNAL

Journal of Economic and Leadership is a peer-reviewed international journal published by STIE Kasih Bangsa Institute of Research and Community Services/Lembaga Penelitian dan Pengabdian kepada Masyarakat. The journal encompasses scholarly articles in the domains of Economic and Leadership, including, but not limited to, Leadership Theories and Models, Management Practices and Resilience Building, Organizational Behavior, Strategic Management, Ethical Leadership, Leadership Development and Training. Published biannually in March, June, September and December, Journal of Economic and Leadership is an open-access journal, freely accessible and downloadable online. This ensures high visibility and increased citation rates for all published research articles. The journal aims to facilitate scholarly discourse on recent theoretical and practical advancements in Economic and Leadership. Academics, policymakers, researchers, and practitioners are invited to submit their manuscripts at any time.

Articles published in the Journal of Economic and Leadership include the results of original scientific research (top priority), new scientific review articles (not priority), or comments or criticism of existing papers. Journal of Economic and Leadership, accepts manuscripts or articles in the field of economics and management published in the Journal of Economic and Leadership, from various academic circles and researchers, both national and international.

The articles published in the journal are articles that have gone through a review process by Mitra Bebestari (peer-reviewers). The publication of the Journal of Economic and Leadership, published by STIE KASIH BANGSA, only accepts articles originating from original research results (top priority), and scientific review articles that are new (not priority). The decision whether or not to accept a scientific article in this journal is the right of the Editorial Board based on recommendations from Mitra Bebestari.

JOURNAL INDEXATION INFORMATION

Journal of Economics and Leadership; with e-ISSN: 3048-3387, p-ISSN: 3048-3395 https://jurnal-jbl.stiekasihbangsa.ac.id/index.php/jbl is a peer-reviewed journal which plans to be indexed in several reputable indexers, including: *Google Scholar; Digital Reference Guard (GARUDA)*, *Directory of Open Access Journal (DOAJ)*.





STIE KASIH BANGSA

Available online at: https://jurnal-jbl.stiekasihbangsa.ac.id/index.php/jbl

JOURNAL OF ECONOMIC AND LEADERSHIP VOLUME 1 NO. 1 MARCH 2024

e-ISSN: 3048-3387

p-ISSN: 3048-3395

Editor-in-Chief

Dr. (cand.) Tanti Sugiharti Singgih, M.Sc.; Sekolah Tinggi Ilmu Ekonomi Kasih Bangsa

Editorial Team

Ir. A. Sigit Pramono, M.Si.; Sekolah Tinggi Ilmu Ekonomi Kasih Bangsa
Darul Islam,S.E.,M.M CMA; Universitas Trunojoyo Madura
Dede Mariyani, S.E.,M.M.; Sekolah Tinggi Ilmu Ekonomi Muhammadiyah Tuban
Dedi Joko Hermawan, S.E., M.M.; Universitas Panca Marga
Deewar Mahesa, S.E.,M.M.; Universitas 17 Agustus 1945 Agustus Semarang

Reviewer Team

Eri Kusnanto, S.E.,M.Ak.; Sekolah Tinggi Ilmu Ekonomi Kasih Bangsa

Deri Kusmadeni., S.Kom., M.M.; Universitas Anak Bangsa

Desak Ayu Sriary Bhegawati, S.E., M.Si.; Universitas Mahasaswati Denpasar

Dewi Widyaningsih, S.E.,M.M.; Universitas STEKOM

Dhety Chusumastuti, S.E., M.M.; Sekolah Tinggi Multi Media "MMTC" Yogyakarta

Diah Wuriah Ningsih, S.E. M.M.; Institut Teknologi dan Bisnis Adias

PUBLISHED BY:

Journal of Economic and Leadership

Sekolah Tinggi Ilmu Ekonomi Kasih Bangsa Jl. Dr. Kasih No. 1, Arteri Kebon Jeruk, Jakarta Barat 11530

Phone: 08111722885, **WA:** 08111722885

STIE KASIH BANGSA

<u>Available online at:</u> https://jurnal-jbl.stiekasihbangsa.ac.id/index.php/jbl

e-ISSN: 3048-3387 p-ISSN: 3048-3395

JOURNAL OF ECONOMIC AND LEADERSHIP VOLUME 1 NO. 1 MARCH 2024

FOCUS AND SCOPE OF THE JOURNAL

Journal of Economic and Leadership is a peer-reviewed international journal published by STIE Kasih

Bangsa Institute of Research and Community Services/Lembaga Penelitian dan Pengabdian kepada

Masyarakat. The journal encompasses scholarly articles in the domains of Management and Leadership,

including, but not limited to, Leadership Theories and Models, Management Practices and Resilience

Building, Organizational Behavior, Strategic Management, Ethical Leadership, Leadership Development

and Training. Published biannually in January and July, Journal of Economic and Leadership is an open-

access journal, freely accessible and downloadable online. This ensures high visibility and increased

citation rates for all published research articles. The journal aims to facilitate scholarly discourse on recent

theoretical and practical advancements in Management and Leadership. Academics, policymakers,

researchers, and practitioners are invited to submit their manuscripts at any time.

Journal of Economic and Leadership Publishes The Only Paper That Strictly Follows Guidelines And

Templates For Manuscript Preparation. All submitted manuscripts will go through a double-blind peer

review process. The paper is read by members of the editorial team (according to the area of

specialization) and will be screened by the managing editor to meet the criteria required for

publication. Manuscripts will be sent to two reviewers based on their historical experience in

reviewing manuscripts or based on their areas of specialization. The Journal of Economic and

Leadership Has Reviewed the Form to Keep the Same Items Reviewed by Two Reviewers. Then the

Editorial Board Makes a Decision Based on the Reviewers' Comments or Suggestions.

Reviewers provide assessments of originality, clarity of presentation, contribution to the field/science.

This journal publishes research articles, review articles/literature studies, case reports and concept or

policy articles in all fields of study, Micro and Macro Economics, Economic Policy, Strategic

Management, Leadership and Ethics, International Economics, Development Economics, Technology

and Innovation. The articles that will be published are original works and have never been published.

Incoming articles will be reviewed by a team of internal and external reviewers.

The Editorial Board will continue to strive to improve the quality of the journal so that it can become

an important reference in the development of science. Deepest appreciation and thanks to Mitra

Bestari, members of the editorial board and all parties involved in publishing this journal.

Regards,

Chief Editor

JOURNAL OF ECONOMIC AND LEADERSHIP

STIE KASIH BANGSA

e-ISSN: 3048-3387 Available online at: https://jurnal-jbl.stiekasihbangsa.ac.id/index.php/jbl p-ISSN: 3048-3395

JOURNAL OF ECONOMIC AND LEADERSHIP **VOLUME 1 NO. 1 MARCH 2024**

DAFTAR ISI

I

Focus and Scope of the Journal	I
Editorial Team	II
Foreword	III
List of contents	IV
Understanding the Influence of Corporate Social Responsibility on Brand Management: A Qualitative Analysis Muhammad Rizal, Ngadi Permana, Eri Kusnanto	Hal 01 - 11
Exploring Cross-Cultural Management Practices in Global Organizations: A Qualitative Study Farah Qalbia, Muhammad Rizal, Ngadi Permana	Hal 12 - 21
Navigating Crisis Management Strategies: Lessons from Successful Organizations Yessica Amelia, Ruslaini Ruslaini, Cahyatih Kumandang	Hal 22 - 33
Investigating the Role of Trust in Virtual Team Management: A Qualitative Inquiry Ngadi Permana, Eri Kusnanto, Yessica Amelia	Hal 34 - 45
Exploring the Intersection of Technology and Change Management: Insights from IT Professionals Eri Kusnanto, Yessica Amelia, Ruslaini Ruslaini	Hal 46 - 57