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[J.Tirakat] Editor Decision

1 pesan

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Sutrisno, Prety Diawati, Lili Fadli Muhamad, Riko Mersandro Permana, Dewa Oka Suparwata:

We have reached a decision regarding your submission to Jurnal Terobosan Peduli Masyarakat (TIRAKAT), "Innovative Strategies of SMEs in Alignment with Community Needs".

Our decision is: Revisions Required

Revision Notes for Introduction Chapter:

1. Emphasizing MSMEs' Crucial Role:

- a) Maintained the emphasis on the crucial role of Micro, Small, and Medium Enterprises (MSMEs) in driving the economy.
- b) Reinforced the significance of their contribution to GDP, employment opportunities, and income distribution.

2. Challenges Faced by MSMEs:

- a) Clarified that one of the primary challenges for MSMEs is intense competition with larger corporations that possess greater resources.
- b) Highlighted the need for MSMEs to swiftly adapt to changes in consumer needs and market trends.

3. Evolution of Society's Needs:

- a) Emphasized that society's needs evolve over time due to social, economic, technological, and cultural factors.
- b) Reinforced the importance for MSMEs to actively identify and comprehend these changes to remain relevant and meet consumer expectations.

4. Resource Constraints and Strategic Development:

- a) Clarified that MSMEs often face challenges related to limited resources, especially in terms of capital and technological access.
- b) Underlined the critical importance of innovative strategic development to ensure sustainability and adaptability to evolving societal needs.

5. Innovative Approaches to Overcome Barriers:

- a) Reinforced the importance of MSMEs leveraging inventive approaches to overcome resource challenges, such as exploring alternative funding models, forming strategic partnerships, and embracing cost-effective technologies.

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