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[LSN Publisher] Editor Decision

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ADMINISTRATOR <literasisainsn@literasisainsnusantara.com>

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Sutrisno Sutrisno, Ike Susanti, Murthada:

We have reached a decision regarding your submission to Journal of Contemporary Administration and Management (ADMAN), "Optimising Global Competitiveness of MSMEs through Innovative Strategies for Digital Business Development".

Our decision is: Revisions Required

Revised Short Conclusion Notes:

1. Imperative for MSMEs: Emphasize the critical need for Micro, Small, and Medium Enterprises (MSMEs) to optimize global competitiveness through innovative digital strategies in the current digital era.
2. Economic Pillars: Highlight the role of MSMEs as economic pillars and underscore the importance of utilizing information technology and digital platforms to establish a competitive global presence.
3. Challenges and Opportunities: Acknowledge the potential benefits of digital innovations while addressing persistent challenges, specifically the limited access and understanding of technology.
4. Collaborative Efforts: Stress the importance of collaborative efforts involving the government, educational initiatives, financial support, and strategic collaborations.
5. Strategic Measures: Outline strategic measures such as fortifying digital infrastructure, expanding education, and fostering partnerships to empower MSMEs in navigating challenges and seizing opportunities.
6. Vision for MSMEs: Convey the envisioned outcome of a thriving MSME sector, resilient to digital disruptions, and adept at leveraging the digital paradigm for sustained global competitiveness.

[Journal of Contemporary Administration and Management \(ADMAN\)](#)