

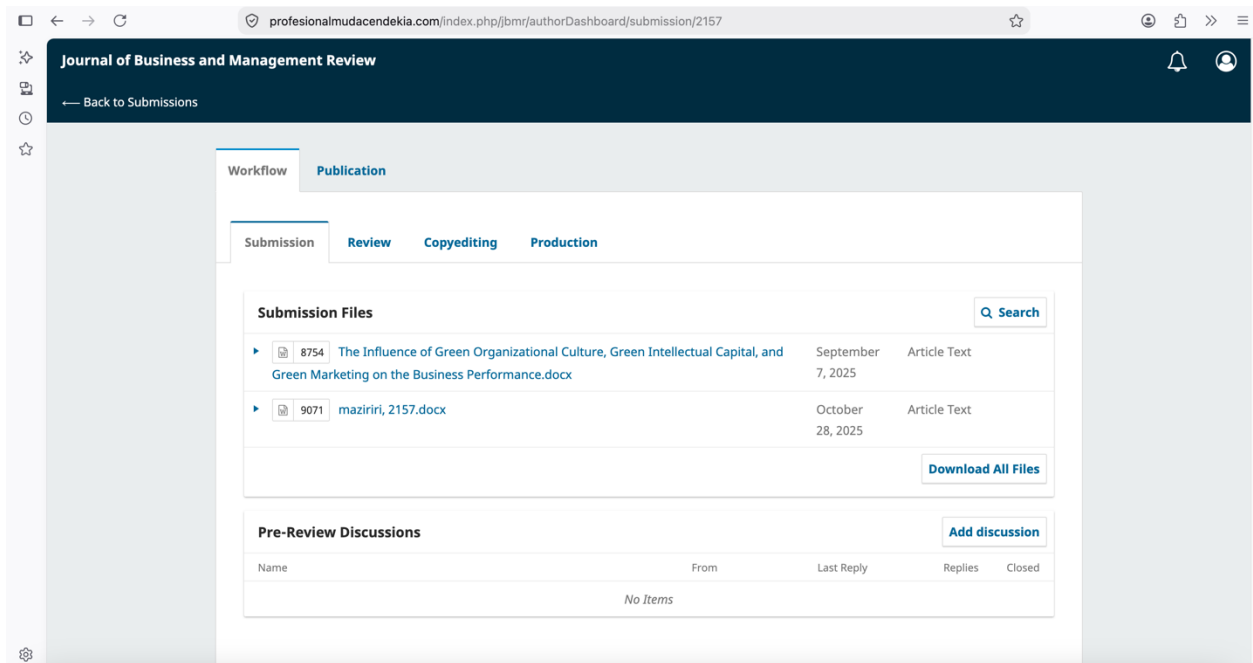
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Judul Artikel : Green Practices and SME Performance: The Mediating Role of  
Competitive Advantage in Culinary SMEs of Yogyakarta

Jurnal : Journal of Business And Management Review

Penulis : Aris Indri Yanti , Anggun Anggita Kinasih Sunowo Putri

**1. Bukti submit artikel (07 September 2025)**



## 2. Bukti review artikel (28 Oktober 2025)



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Abstract

**Research Aims:** The business performance of a company is affected by multiple elements, such as organizational culture, intellectual capital, and marketing strategy. This study examines the green indicators of organizational culture, intellectual capital, and marketing, which contribute to enhancing competitive advantage and performance in culinary SMEs at a period of economic hardship. This study aims to enhance comprehension of the impact of green variables on business performance and to discover effective strategic indicators that enhance the competitiveness and appeal of culinary SMEs in Yogyakarta.

**Design/methodology/approach:** This research utilized a quantitative