

RUBINSTEIN

Jurnal Multidisiplin
Universitas Buddhi Dharma

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<https://jurnal.ubd.ac.id/index.php/rubin>

Volume 4, Number 1 (2025)

DOI: <https://doi.org/10.31253/rubin.v4i1>

eISSN: 2985-4512

pISSN: 2985-4520

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RUBINSTEIN **juRnal mUltidisiplin BIsNis Sains TEknologI & humaNiora**. RUBINSTEIN is a scholarly journal that publishes peer-reviewed research articles spanning multiple academic disciplines, including Business, Science & Technology, and Social Sciences & Humanities. The journal welcomes original manuscripts in a wide range of research areas, including but not limited to:

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Industrial Economics

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Data Mining

Cloud Computing

Robotics and Sensors

Expert Systems

Internet of Things (IoT)

Decision Support Systems

Business Intelligence

Linguistics

Literature

Cultural Studies (with English-language requirements).

Description

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RUBINSTEIN (**juRnal mUltidisiplin BIsNis Sains TEknologI & humaNiora**): Multidisciplinary Journal of Business, Science, Technology & Humanities is a journal that publishes research articles covering multidisciplinary fields, including business, science & technology, and social & humanities.

The manuscripts or journal articles published in RUBINSTEIN Volume 4 Number 1 features 5 articles contributed by 19 authors from 5 prestigious institutions, 4 from Indonesia: Buddhi Dharma University, University of Pamulang, Bina Darma University, 17 Agustus 1945 Jakarta University, and Yuppentek Indonesia University.

Include topics such as: Comparative Analysis, Evidence from LQ45 Companies in Indonesia, Tourism Destinations in Tangerang City, Model for Optimizing Automotive Marketing Strategies, Impulsive Buying with Utilitarian Moderation, Role of Sub-District Administration.