Malaysian E Commerce Journal (MECJ)

HEAD OFFICE ADDRESS:
Zibeline International Publishing Sdn Bhd
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ISSN: 2616-5155 (Online)

Price:
Single issue: 50 MYR
Price for abroad
Single issue: 25 USD

Web:
www.myecommercejournal.com

E-mail:
info@zibelinepub.com
## Contents

<table>
<thead>
<tr>
<th>No</th>
<th>Editorial</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>THE ROLE OF FINANCIAL LITERATION IN MODERATING THE RELATIONSHIP BETWEEN ACCESS TO FINANCIAL AND THE GROWTH OF MSMES IN WEST KALIMANTAN PROVINCE – INDONESIA</td>
<td>01-06</td>
</tr>
<tr>
<td>2</td>
<td>VALUE CHAIN ANALYSIS OF MANGO (MANGIFERA INDICA L.) IN SAPTARI DISTRICT, NEPAL</td>
<td>07-19</td>
</tr>
</tbody>
</table>
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Editorial

Malaysian E Commerce Journal is the leading refereed quarterly devoted to advancing the understanding and practice of electronic commerce. It serves the needs of researchers as well as practitioners and executives involved in electronic commerce. The Journal aims to offer an integrated view of the field by presenting approaches of multiple disciplines. Electronic commerce is the sharing of business information, maintaining business relationships, and conducting business transactions by digital means over telecommunications networks. The Journal accepts empirical and interpretive submissions that make a significant novel contribution to this field.

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