



**Journal Of Innovative & Creativity**  
ISSN. 2776-771X (Online), 2962-570X (Print)  
Journal Homepage: <https://joecy.org/index.php/joecy>  
Email: putriasilesteri89@gmail.com

---

**LETTER OF ACCEPTANCE (LoA)**  
**No. 5190/JOECY/XI/2025**

Journal of Innovative and Creativity editorial team at University of Pahlawan Tuanku Tambusai (UP) declared that the manuscript with the following information:

Title : The Influence of Digital Transformation, Knowledge Management Practices, and Market Orientation on Business Performance in the Retail Industry

Author : <sup>1</sup>Apriani Riyanti, <sup>2</sup>Tyahya Whisnu Hendratni, <sup>3</sup>Jefriyanto, <sup>4</sup>Isna Juwita, <sup>5</sup>Anita Bawaiqki Wandanaya, <sup>6</sup>Pas Mahyu Akhirianto

Affiliation : <sup>1</sup>Universitas Binawan, <sup>2</sup>Universitas Pancasila, <sup>3</sup>Universitas Negeri Padang, <sup>4</sup>Universitas Ekasakti, <sup>5</sup>Universitas Raharja, <sup>6</sup>Universitas Bina Sarana Informatika

Has been **Accepted** for publication in Journal of Innovative and Creativity Volume 5 Number 3 in 2025. This journal is indexed by Sinta 5, Brin, Crossref, Garuda, Moraref, One Search, Base, and Google Scholar. Thus, this letter of statement is prepared to be used properly.

Bangkinang, 24 November, 2025  
Editor in Chief

A purple circular stamp of the Journal of Innovative and Creativity (JOECY) is overlaid with a handwritten signature in black ink.

**Dr. Putri Asilestari, M.Pd**