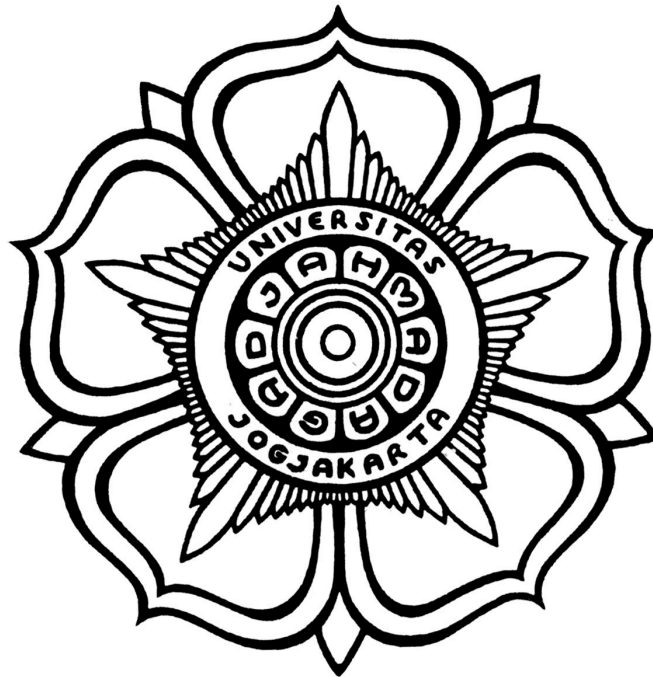


# **Balancing Sustainability and Profitability: Perception Management as Gojek's Response to Institutional Complexity**



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