

**EDITORIAL COMMENT – VOLUME 2, ISSUE 3**  
**UNIZIK JOURNAL OF MARKETING (UJOM)**

I am pleased to present Volume 2, Issue 3 of the Unizik Journal of Marketing (UJOM). This edition features 17 peer-reviewed articles that address key themes in consumer behavior, digital marketing, branding, and sustainable markets. The contributions, ranging from empirical studies to theoretical discussions, reflect our mission to blend academic rigor with practical relevance.

My gratitude goes to the authors, reviewers, and editorial team whose efforts uphold the journal's standards. As UJOM expands in influence, we remain committed to advancing marketing knowledge that is both contextually relevant and globally impactful.

**Dr Ifeaanyichukwu Oranusi**

**Editor-in-chief**