

EDITORIAL COMMENT

UNIZIK JOURNAL OF MARKETING (UJOM), VOLUME 3, ISSUE 2

It is with great pleasure that I present Volume 3, Issue 2 of the Unizik Journal of Marketing (UJOM). This issue continues our commitment to advancing scholarly discourse in marketing by providing a platform for the dissemination of high-quality research that addresses contemporary challenges and emerging trends within the discipline.

The eighteen (18) articles featured in this edition encompass a broad range of topics, including consumer behaviour, digital marketing, branding, customer relationship management, entrepreneurship, sustainable marketing practices, and other areas of strategic importance. Through rigorous empirical investigations and insightful theoretical analyses, the contributions in this issue offer valuable perspectives that bridge the gap between academic inquiry and professional practice.

I sincerely appreciate the authors whose dedication to research made this publication possible. I also extend my profound gratitude to our reviewers for their thorough evaluations and constructive feedback, which have been instrumental in maintaining the quality and integrity of the journal. Special recognition is accorded to members of the editorial board and the editorial team for their unwavering commitment and professionalism throughout the publication process.

As the Unizik Journal of Marketing continues to grow in visibility and impact, we remain steadfast in our mission to promote innovative, contextually relevant, and globally significant marketing scholarship. We hope that the articles presented in this issue will stimulate further research, inform policy and practice, and contribute meaningfully to the advancement of marketing knowledge.

Thank you for your continued support and engagement with UJOM.

Dr Ifeanyichukwu Oranusi

Editor-in-Chief

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