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from the
DESK
of the **EDITOR**

Dear Readers,

Welcome to the latest issue of J-BOM, where we continue to explore the dynamic intersections between business, management, and organization studies. This edition explores a wide range of topics, offering fresh insights and valuable findings that are relevant to academics and practitioners. Our contributors have carefully examined various aspects of the contemporary business environment, reflecting the evolving challenges and opportunities that organizations face today.

In this issue, we feature a series of studies that focus on consumer behavior and marketing strategies. These articles provide a comprehensive understanding of digital markets, from the impact of social media marketing activities and word-of-mouth marketing on consumer purchasing decisions to the role of online service quality and social media in shaping purchase intentions. Additionally, exploration of accessibility and user-generated content highlights significant factors that influence tourist decisions, offering practical implications for improving tourism experiences.

Our contributors also highlight important aspects of employee performance and career development. Investigations into the impact of training, career planning, and self-efficacy on job readiness and employee performance reveal the importance of ongoing development and family support. The insights into work-life balance, motivation, and leader-member exchange further underscore the important elements in managing turnover intentions among millennial employees.

Finally, we present a study of business strategy and financial performance. Articles that examine the influence of business strategy on competitive advantage and the relationship between profitability, financial structure, and firm value provide valuable perspectives for business leaders and financial analysts. The discussion on the mediating role of internet addiction in work stress and cyberloafing highlights the complexity in managing digital behavior in the workplace.

We hope this edition of J-BOM inspires and informs your research and professional practice. Thank you for your continued support and involvement in our journal.

Happy reading!

Editorial Team

