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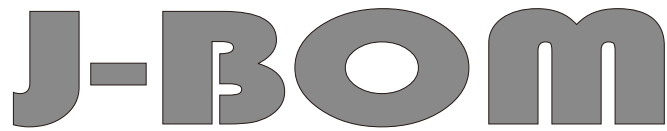
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from the
DESK
of the **EDITOR**

Dear Readers,

We are pleased to welcome you to the latest edition of J-BOM (Journal of Business, Organization & Management), featuring a rich selection of research articles that reflect current trends and challenges across various sectors. This issue brings together studies on consumer behavior, employee performance, entrepreneurial strategy, and digital work culture, offering multidimensional insights into both organizational practices and individual decision-making in today's dynamic environment.

Several articles in this issue study consumer purchasing behavior, highlighting the role of factors such as product quality, price, promotional strategies, brand ambassadors, and influencer credibility. These studies examine how customer satisfaction and online engagement mediate repurchase and purchase intentions, particularly within the beauty and skincare industry. The findings underscore the growing power of digital marketing tools and social influence in shaping consumer decisions, especially in younger markets that are highly active on social media platforms like YouTube.

Other articles turn the spotlight toward organizational behavior and employee performance. Topics such as work motivation, burnout, workload, job discipline, and competence are explored in the context of both private and public organizations. These studies offer valuable recommendations for improving workforce effectiveness and well-being through strategic human resource practices. In addition, the exploration of work-life balance, workplace FOMO, and social media use among Gen Z workers provides timely insights into how digital culture intersects with motivation in the modern creative workforce.

This edition also presents research on entrepreneurship and SME performance, with a focus on how entrepreneurial orientation and differentiation strategies influence business outcomes. By examining decision-making biases and financial behavior in MSMEs, the journal offers practical implications for both business development and policy design. We sincerely thank all contributing authors and reviewers for their dedication and insight. We hope this issue of J-BOM serves as a valuable resource for researchers, practitioners, and students alike, and we look forward to continuing to share impactful scholarship in future editions.

Happy reading!

Editorial Team

