

# J-BOM

Journal of Business and Organization Management

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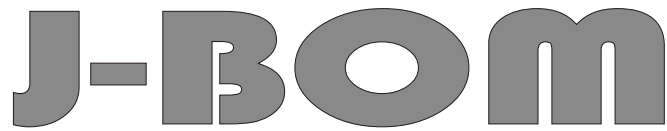
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**DESK**  
*of the* **EDITOR**

Dear Readers,

Welcome to this edition of J-BOM, where we present a diverse collection of research articles that contribute valuable insights to the fields of business, management, and organizational studies. This issue features studies exploring consumer behavior in the digital marketplace, employee engagement and organizational culture, financial literacy, and the evolving dynamics of marketing strategies. Through these articles, we want to provide an in-depth understanding of the factors shaping modern business practices and decision-making.

One of the key themes in this edition is the impact of digital platforms on consumer purchase behavior. Several articles examine the role of live streaming shopping, online customer reviews, and social media marketing in influencing brand perception and purchase intention. These studies highlight the growing significance of e-commerce and digital engagement strategies in shaping consumer decisions. Additionally, research on family-friendly work environments offers a fresh perspective on workplace dynamics. The findings suggest that such policies can directly enhance innovative work behavior, particularly for creative professionals, beyond simply improving work-life balance. This highlights the need for organizations to design targeted initiatives that actively foster employee creativity and productivity.

Another crucial focus in this issue is organizational performance and strategic management. The research presented explores the relationship between Total Quality Management, organizational culture, and business performance, shedding light on how structured management approaches can drive long-term success. Furthermore, studies on financial literacy, social influences, and self-control provide important insights into financial decision-making and saving behavior, highlighting the intersection between individual responsibility and external factors.

We extend our sincere appreciation to the authors for their valuable contributions and to the reviewers for their meticulous evaluations. We hope that this edition of J-BOM serves as a resource for academics, practitioners, and business leaders seeking to enhance their knowledge and professional practice. Thank you for your continued support, and we look forward to bringing you more thought-provoking research in future editions.

Sincerely,

**Editorial Team**

