Editorial Comment

Dear Readers,

It is with great pleasure that I present to you Volume 2, Issue 1 of the UNIZIK Journal of Marketing. As the journal's scholarly contribution and significance continue to expand, this edition represents yet another significant turning point in our joint endeavour to increase our understanding of marketing, especially in the contexts of Nigeria and Africa.

There are ten carefully examined papers in this issue, all of which provide insightful analyses of current marketing theory and practice. Even if there aren't many papers in this volume, the calibre and breadth of the studies are nonetheless quite good. The papers cover a wide range of relevant subjects, including branding, service delivery, digital marketing, consumer behaviour, and marketing strategy in an uncertain economic climate.

The papers in this collection exhibit both academic rigour and practical relevance, which is consistent with our objective to promote critical discourse and empirical investigation. They provide useful information for academics, professionals, decision-makers, and students. More significantly, they highlight the journal's dedication to funding innovative studies that tackle regional issues as well as international marketing dynamics.

As Editor-in-Chief, I want to thank our editorial board, peer reviewers, and contributing writers for their hard work. This publication is the result of your professional dedication and scholarly honesty. I also want to express my gratitude to our readers, whose ongoing support and suggestions are essential to the development and enhancement of this publication. In future editions, we hope to get more creative and significant submissions, and we are still dedicated to maintaining the best standards of academic publishing. Let's keep collaborating to influence marketing theory and practice in Nigeria and elsewhere.

Dr Ifeaanyichukwu N. Oranusi

Editor-in-Chief

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