

*Editorial*

Editorial for the *Journal of Marketing and Management Insight*

Sunghyup Sean Hyun

School of Tourism, Hanyang University, 222 Wangsimni-ro, Seongdong-gu, Seoul, 04763, Republic of Korea;
sshyun@hanyang.ac.kr

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We invite the scholars in the world to contribute to this exciting marketing/management communication. Your findings and contributions will be instrumental in advancing the frontiers of marketing and management field.

Welcome on board!!

Conflicts of Interest

The author declares no conflict of interest.

Use of AI and AI-Assisted Technologies

No AI tools were utilized for this paper.



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