



Journal of Communication and Management

ISSN: 2583-617X (Online)

Journal home page: <https://jcoma.com>

EDITORIAL

Dear Readers and Researchers,

I'm happy to welcome you to our research journal, Journal of Communication and Management (JCM), which is about advancing knowledge and promoting academic excellence in journalism, mass communication, and management. Now JCM is running under the umbrella of Jaipur Research and Educational Society (JRES) REG. NO.- COOP/2023/JAIPUR/205498. As the editor of this journal, I'm happy to release the most recent issue, Vol 2 Issue 2, 2023, which has a wide range of high-quality research articles from many different fields.

Our goal is to give scholars, researchers, and practitioners a place to share their research findings, insights, and points of view on important issues in our world today. We think research is important for progress, which is why we're committed to publishing original, thought-provoking research that helps us learn more about the world.

One of the best things about this edition is that the research comes from many different fields. Our contributors come from various fields, including political communication, reality TV, the significance of audio elements, the concept of flip classroom, new income taxpayers, digital marketing, Sukanya samriddhi yojana, online consumer behavior and OTT platforms. We encourage readers to engage with the articles and offer their own perspectives on the issues raised. We are proud of the quality of the research presented in this edition, and we hope that it will stimulate discussions, inspire new ideas, and spark further research.

As always, we maintain the highest standards of quality when selecting articles for publication. All articles are subject to rigorous double-blind peer review, and only those that meet our originality, rigor, and significance criteria are accepted. Our editorial team works tirelessly to ensure that all published articles are of the highest quality and meet the expectations of our readers.

Finally, I would like to express my gratitude to our authors, reviewers, and readers for their support and contributions to this journal. This edition would not have been possible without their dedication and hard work. I hope you enjoy reading this edition and look forward to your continued support in the future.

Best regards,
Dr. Amit Verma

Senior Assistant Professor Journalism and Mass Communication,
Manipal University Jaipur
Adjunct Appointee, Faculty of Human Science,
VAAL University of Technology,
Vanderbijlpark, South Africa
<https://orcid.org/0000-0001-8690-0285>

