

## **Editorial**

Asst. Prof. Dr. Maria Socorro C. L. Fernando

Editor

We are glad to present to you this issue of this journal for the year 2022 with four research articles from scholars who present their research on actual business cases from the field. These articles present an array of relevant findings that contributes to new perspectives and possible application in developing products and sales in business among various groups of consumers in Asia.

We hope that researchers maybe able to glean interesting points for further studies from these articles.