Comments from the Editors

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We welcome you to the current issue of the Journal of Applied Marketing Theory. The Journal of Applied Marketing Theory (JAMT) aims to provide a reputable platform for publishing academic research that advances marketing knowledge and offers insights for marketing managers.

In the current issue, we are pleased to present six manuscripts that offer unique insights into several diverse topics. Each article received praise from our review team and we are happy to have the opportunity to present them to you in this edition of JAMT.

Editors in Chief
Tulay Girard, Ph.D., Pennsylvania State University
Meral Anitsal, Ph.D., Tennessee Tech University

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Linda G. Mullen, Randy S. Stuart & Michael L. Thomas

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Kyle Huggins & John D. Hansen

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Soojung K. Park, Jennifer Y. Mak, & Lei Ouyang

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Thuy Nguyen, Qin Sun, & Gopala Ganesh

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Robin Hardin, Michelle L. Childs, & Kirby D. Simpson

Real but Fictional: A Research Agenda of Virtual Influencers for Brand Communications in Social Media Marketing
Lei Huang