Comments from the Editor

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Comments from the Editor:

Welcome to the spring 2024 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 five 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.

**Editor in Chief**
Tulay Girard, Ph.D., Pennsylvania State University

**Empathy and Political Skill: Improving Salespeople’s Value Enhancing Behavior Performance**
Megan Good & Charles H. Schwepker, Jr.

**Whose Opinions do We Listen to? The Influence of Online Product Ratings and Price on Consumers**
David S. Ackerman, Jing Hu, & Barbara L. Gross

**Emerging Themes Regarding Customer Perception of a Third-Party Online Food Delivery Provider and the Implications for Operators**
Shiang-Lih Chen McCain, Jeff Lolli, & Emma Liu

**Understanding Course Success in Mandated Online Learning: The Role of Computer and Computer-Mediated Communication Anxiety**
Joseph C. Zimmer

**When Consumer Brand Advocacy Goes Bad: A Study of Key Drivers of Extreme, Negative Activism**
Esta D. Shah, Julia E. Blose, & Reagan C. Kilpatrick

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