

***Editorial***

Volume 4 issue 2 is here with us. This issue contains nine papers namely covering various topics like immersive technology, cryptocurrency, service quality, sustainability, education, and consumer behavior. These studies are good exploration and testing of the ideas with scientific findings.

This edition of journal is coming out with CITE Factor, DRJI and ESJI. The application for RJI and Scopus is under process. I appreciate the editorial board for their guidance, attention and sharing ideas and knowledge with the team. I appreciate the contributors for their immense work and sharing.

We are striving to make this journal more useful, focused, and thorough to better fit the expectations of the domain and academia.

Your feedback and suggestions are highly solicited.

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