

Editor's Forward to Volume 19 Number 2

This issue of the *Journal of Business Administration Online* continues the work of rebuilding the *JBAO*'s catalog of academic investigation that has been our hallmark in past years. We hope that you find the latest works published here of interest. We welcome your formative feedback and constructive comments as always.

The *JBAO* is committed to being an outlet for scholarly work in business administration and related fields, and we hold ourselves accountable for publishing work that has received peer review and feedback, and which reflects the current state of inquiry into issues that affect us, the marketplace, our students and other constituencies. We continue to solicit manuscripts from scholars from diverse backgrounds. In this issue:

McKnight and Phillips present a game-style activity to educate students on the accounting profession and to encourage them to investigate a career in the field. It uses a *Price is Right* style of play to introduce career paths and activities.

Fore, Abney and Barthel submit a case study for discussion of concerns for a small Kentucky candy firm with a history of more than 100 years. It includes issues in disaster response, financial concerns and marketing challenges for students to grapple with.

Allen, Li and Rogers investigate the use of AI-generated images, including the challenges in their generation and the applications useful for faculty in educational and research in the university setting.

This issue is unique in that all three works have pedagogical applications as well as potential research use. We welcome manuscripts which have practical and theoretical implications for researchers and educators alike.

We hope that you enjoy reading this latest issue of the *Journal of Business Administration Online*. The next issue is scheduled for June 2026, and the call for papers can always be found online at our website: <https://www.atu.edu/business/jbao/>

Until then, we welcome your manuscripts, but we also encourage you to volunteer as a reviewer. We promise not to overwork you, and the experience is always rewarding.

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