

Editor's Forward to Volume 17 Number 1

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.

Earlier issues of the *JBAO* brought research from varying perspectives. The journal published work from scholars in different fields, from different backgrounds and occupations, and even from different states and countries. We continue to solicit manuscripts from scholars from diverse backgrounds.

Dr. Juma explores the world of sensory marketing, especially that of the sense of smell and odors, and how ambiguity and curiosity play a role in consumer behaviors.

Drs. Price and Price look at the metaverse and how it can be effectively used in online education to connect students and increase learning.

Dr. Zimmer also explores the area of online education but with a twist toward how educators can minimize factors that reduce engagement.

Drs. Chen, Downey and Adopo examine how millennials in China use e-payment and propose a model to explain how and why and to what extent the phenomenon occurs.

Drs. Brune and Dixon provide a classroom activity with guidelines for students in a lower-level personal finance course to assist them in better investing habits.

Dr. Carmack looks at how we as academics and educators approach the concept of research in a world seeking greater practicality and relevance.

We hope that you enjoy reading this latest issue of the *Journal of Business Administration Online*. The next issue is scheduled for December 2023, 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 to not overwork you, and the experience is always rewarding.

Stephen Jones, Editor
Journal of Business Administration Online
Arkansas Tech University