



Editorial Comments: JCMM Volume 2 Issue 2

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In the second issue of JCMM for 2023, we bring to you an assortment of research that transcends geographical boundaries, reflecting contributions from authors based in India, Sri Lanka, the UK, the US, Kazakhstan, Iran, and Saudi Arabia. These studies span various disciplines – from digital marketing and healthcare to artificial intelligence and sustainable materials – creating a comprehensive discourse that continues to unpack the multifaceted impacts of the COVID-19 pandemic. Vishesh Rai and Vikas Chauhan [1] delve into the necessity of digital marketing strategies during uncertain times, while Hameed et al. [2] shed light on the mental and physical health challenges faced by healthcare professionals during the pandemic. Gayathri et al.'s [3] exploration of the VGG-16 architecture for accurate brain tumor detection showcases the potential of AI in the medical field. Our two mini-reviews further enrich this global discourse. Eraghi et al.'s [4] review critically discusses the psychological impacts of quarantine during pandemics and provides strategies to manage mental health in such crises. Meanwhile, Naik et al.'s [5] review explores the potential of natural cellulosic fibers as sustainable alternatives in various industries, highlighting advancements in their extraction, treatment, and characterization methods. In addition to this, we are delighted to announce an upgrade to the PDF format of our published articles. This revision is aimed at improving readability, facilitating efficient navigation, and harmonizing with various online viewing platforms. We trust that these changes will significantly enhance the reading experience for our esteemed readers. The breadth of geographical representation in this issue demonstrates the global scope of the challenges we face and the solutions we seek. This diverse body of research embodies our commitment to fostering a comprehensive understanding of the post-pandemic world – one that incorporates perspectives from across the globe. As we navigate the remainder of 2023, we anticipate discovering more valuable insights from these and future contributions, fostering a rich, global discourse on resilience, adaptation, and growth in these extraordinary times. Together, we look forward to applying the lessons learned to shape a healthier, balanced, and more sustainable world.

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