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Gouher Ahmed

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EDITORIAL

It is with great pride and anticipation that we present Volume 20, Issue 2 of the **Skyline Business Journal (SBJ)**. This milestone reflects the enduring commitment of our contributors, reviewers, and editorial board to fostering high-quality research and discourse in the field of business and management.

This issue features a collection of scholarly works that delve into critical and emerging topics in various business domains. These articles, meticulously reviewed and selected, reflect the dynamic interplay between theory, practice, and innovation. The diversity of topics and geographic representation of contributors underscore the journal's global relevance and its role as a bridge between academia and the corporate world.

Among the compelling studies included in this issue, we begin with **"Sales Promotion Strategies and Consumer Patronage of Fast-Moving Consumer Goods in Osun State, Nigeria"** by Zekeri Abu, Kayode Muhammed Ibrahim, Abidemi Adedayo Hassan and Moses Taye ONI. This study highlights how the strategic use of sales promotion tools can significantly enhance consumer engagement and drive market performance in the FMCG sector with actionable insights for businesses in developing economies.

Next, the article **"Exploring the Impact of Relationship Marketing on Client Loyalty: Evidence from the Insurance Industry"** by Ezekiel Olakunle Oluwabiye, Timilehin Olasoji Olubiye, and Pooja Darda explores how relationship marketing structures, such as trust and customization, play pivotal roles in retaining clients in the competitive insurance market. This study emphasizes the importance of building sustainable relationships to ensure long-term customer loyalty.

Dolapo Stephen Akinwumi's study, **"The Impact of Performance Appraisal Systems on Staff Productivity: A Study of Kwara State University, Nigeria,"** sheds light on how structured performance appraisal components such as feedback, goal setting, and rewards can significantly enhance employee productivity. These findings contribute to the broader discourse on effective human resource management practices in academic institutions.

Skill development and entrepreneurial confidence take center stage in **"Skill Acquisition and Entrepreneurial Confidence Among Students of Kwara State University,"** authored by Dolapo Stephen Akinwumi and Kayode Muhammed Ibrahim. Their research underscores the interplay between technical and soft skills training in fostering entrepreneurial confidence, offering recommendations for improving educational practices aimed at preparing students for a real-world business environment.

In **"The Transformative Impact of Digital Business on Modern Entrepreneurship and Market Dynamics"**, Khan Mohd Maaz and Parvaiz Talib explore the profound changes brought about by digital business models. This study illustrates how e-business tools and platforms have enabled businesses to access wider markets, enhance operational efficiency, and innovate in ways that were previously unimaginable. The mission of Skyline Business Journal is to inspire scholarly dialogue and contribute to the advancement of knowledge in business and management. We extend our heartfelt gratitude to the authors for their rigorous research efforts, reviewers for their invaluable feedback, and readers for their continued support.

We hope that this issue stimulates thought, provokes discussion, and provides actionable insights for both academia and industry. We invite you to explore these works and look forward to your future contributions and engagements.

Warm regards,

Gouher Ahmed

Editor-in-Chief

Skyline Business Journal