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It is with great pleasure that we present Volume 4, Number 6 of the International Journal of Applied and Scientific Research (IJASR), June 2026. This issue brings together a collection of multidisciplinary research articles that address contemporary challenges and developments across business, technology, public administration, education, and human resource management.

The articles featured in this issue demonstrate the diverse nature of applied and scientific research and its important role in responding to emerging societal and professional needs. The first article examines the effectiveness of custom typography in strengthening brand recall among culinary MSMEs in the era of digital marketing, highlighting the importance of visual communication in supporting business competitiveness. The second article explores sentiment analysis of generative AI adoption by comparing Naive Bayes and Support Vector Machine algorithms, providing insights into the use of computational methods to understand public responses to emerging artificial intelligence technologies.

This issue also presents research on public service innovation through electronic parking systems in urban areas, emphasizing the role of digital transformation in improving the effectiveness and efficiency of public services. Another contribution examines work-life balance and lecturer job stress, focusing on burnout and organizational support as important factors in understanding the well-being of academic professionals. Finally, the issue features research on students' responses to a Chinese Hanzi handwriting application, providing evidence on the use of digital learning applications to support Chinese language writing skills among senior high school students.

Together, these studies reflect the commitment of IJASR to disseminating research that is relevant, evidence-based, and applicable to real-world challenges. The diversity of topics also demonstrates the importance of interdisciplinary perspectives in generating knowledge and developing practical solutions in an increasingly complex and rapidly changing world.

We would like to express our sincere appreciation to all authors who have contributed their valuable research to this issue. We also extend our gratitude to the reviewers, editors, and editorial team for their time, expertise, and commitment to maintaining the quality and integrity of the publication process.

We hope that the articles presented in this issue will provide meaningful insights for researchers, academics, practitioners, policymakers, students, and other readers. We also encourage readers to critically engage with the findings and use them as a foundation for further research, innovation, and practical applications.

Finally, we thank all contributors and readers for their continued support of the International Journal of Applied and Scientific Research. We look forward to presenting more valuable and impactful research in future issues.

Happy Reading
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Editor in Chief