Editorial

We present the seventh volume of the **Journal of Information Technology Review,** which includes the following papers that characterise the first issue.

In the opening paper, "**Integrating Immersive VR and Data Mining for Improving Skills: Design and Evaluation of an Interactive Learning Platform**," the author studied the integration of immersive virtual reality (VR) technologies and data mining to enhance talent development in education. The platform helps virtual campuses to improve deep engagement through interactivity, spatial realism, and intuitive navigation. The results show significant improvements post-implementation: response time decreased from 2.3s to 0.78s, scene count doubled, and visual detail quality improved. Collision detection and dual-mode roaming further enhanced immersion and usability.

In the following paper, "**Advanced Heuristic Modelling for Customer Value in Green Transportation**", the author proposed a customer value evaluation model based on an improved genetic algorithm (GA). The author introduced an adaptive genetic algorithm that builds on the classical GA framework, in which crossover and mutation probabilities are dynamically adjusted based on population fitness. Simulation experiments on a representative dataset of a new energy vehicle enterprise demonstrated that the improved genetic algorithm converges faster and achieves higher accuracy than the traditional GA.

In the previous paper, "**Enhanced Algorithms of Teaching Resources for Chemistry Learning Using an Improved Genetic Algorithm**," the authors introduced an improved genetic algorithm (DGA) to optimise the allocation of teaching resources, particularly classroom assignments, in chemistry courses. Comparative experiments using a standard genetic algorithm (SGA) showed that DGA achieves higher fitness values and shorter execution times. They conducted statistical analyses, including t-tests and Cohen's d effect sizes, which confirmed the educational significance of the improvements, with a medium-to-large effect observed.

We hope that these papers represent significant research in information technology.

Editors