Guest Editorial: Special Issue on "Current Trends and the Future of Internet of Things (IoT) in Industry and Enterprise"

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The Internet of Things (IoT) has become an inevitable technological trend across various landscapes. Similarly, IoT solutions for industry and enterprise are at the forefront of technological advancement. When combined with the other state-of-the-art technologies such as artificial intelligence, 5G networks, and big data, the IoT holds the promise for a more connected technological era. This will significantly transform people's lives in a more fundamental way. There is no doubt that artificial intelligence, when converged with IoT, forms the superpower of innovation for industry and enterprises. Further, without the effective implementation of IoT technology, it is impossible for enterprises to attain the benefits of smart features, functionalities, and enhanced productivity measures. As a result, research on IoT has become significant for industrial and enterprise applications.

This special issue of the journal "Journal of Internet Technology" entitled "Current Trends and the Future of the Internet of Things (IoT) in Industry and Enterprise," is mainly focused on exploring the innovative applications of IoT technologies for industry and enterprise applications. The collection of papers presented in this section emphasizes several aspects of IoT in business enterprises. The call for papers resulted in the acceptance of five paper submissions. For each submission, a double-blinded review process was conducted, and the papers were selected with appropriate quality measures.

The first article is entitled "Application of Internet of Things Framework in Physical Education System," this work aims to IoT based sensor technologies with physical education systems. This is made through the integration of multi-sensor fusion technologies with IoT. This work plays a significant role in the enhancement of physical education among college students.

The second article is entitled "Design of Interactive Cultural Brand Marketing System based on Cloud Service Platform," it combines the cloud service platform with IoT approaches for enhancing interactive cultural marketing systems to perform important tasks. This is made through the development of deep reinforcement learning algorithms and fuzzy rule-based algorithms.

The third article is entitled "Virtual Reality-based Internet + Smart Classroom," this work stresses the importance of virtual reality in e-learning platforms. It addresses the urgent need for practical teaching and learning processes in smart classrooms using virtual reality technology. This approach acts as an effective alternative to traditional classroom-based learning processes.

The fourth article is entitled "An Improved Gated System that Combines the Techniques of the Internet of Things for Community Security," the authors aim to improve community security using innovative IoT applications. This approach can be used to effectively deal with patients having infectious diseases, especially during the pandemic situation such as covid-19.

The final article is entitled "An Internet of Medical Things Based Liver Tumor Detection System using Semantic Segmentation." In this work, a Threshold Linear Unit (TLU) and Filter Response Normalization Layer (FNR) are implemented for IoMT in treating liver tumours. This is made through the process of semantic segmentation. This approach provides excellent accuracy and performance measures.

To conclude, the guest editors would like to thank all the authors and reviewers for their timely contributions. We are hopeful that the contributed research works will add considerable research significance in IoT for industry and enterprises.

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