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**Editorial**

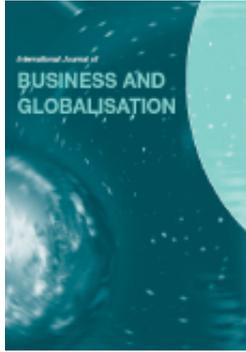
Edyta Gołąb-Andrzejak

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## Editorial

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### Edyta Gołąb-Andrzejak

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**Biographical notes:** Edyta Gołąb-Andrzejak is a Distinguished Professor at the Gdańsk University of Technology, specialising in the field of social sciences, management, and quality sciences. She is a Doctor Habilitatus and a valued member of the Department of Marketing within the Faculty of Management and Economics at the Gdańsk University of Technology. Her extensive academic contributions include authoring more than 60 scientific publications, with a primary focus on marketing. Her research explores cutting-edge topics such as artificial intelligence solutions in marketing. Furthermore, she has conducted research on measuring the effectiveness of digital communication, particularly in the realm of social media performance, where AI-assisted tools play a pivotal role. Her expertise extends to the role of guest editor for three special issues in esteemed journals indexed in Scopus and WoS databases.

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Globalisation is a process that can be described as “an intensification of worldwide interconnectedness, mobility and imagination” [Steger et al., (2023), p.1]. Economic activity, including the development of companies and their business activity, is closely embedded in the processes associated with globalisation. The beginning of this path is always local (national) markets. As enterprises develop, internationalisation and, in the long term, globalisation of their business occurs in many cases.

The processes associated with globalisation are influenced by numerous megatrends (Retief et al., 2016; D’Cruz et al., 2022) observed worldwide. The most obvious examples are in the political, economic, social, technological, environmental or legal area.

These global megatrends and the associated processes of business adaptation are happening at different rates and scales, depending on the market. Accordingly, these changes need to be considered in the contexts of developed or emerging markets (Claessens and Yurtoglu, 2012). Currently, there is rapid growth in emerging economies, including China and India (Cuervo-Cazurra and Pananond, 2023). Some are becoming significant players in the global economy (Pananond and Giroud, 2016). Therefore, this special issue is dedicated to selected market phenomena as a result of the global megatrends facing business in emerging markets. These phenomena are crucial from the point of view of building competitive advantage in the local market and, further down the line, in the process of entering the global market.

Among the megatrends and the business implications that follow, in emerging markets we see a digital transformation, closely linked to the development of new technologies: the internet, social media and, more recently, artificial intelligence (Gołąb-Andrzejak, 2023). The COVID-19 pandemic has accelerated the changes taking place in the market globally, and simultaneously in national markets. This has influenced

the rapid growth of e-commerce, as described by Swati Bhatnagar and Rajan Yadav and Pankaj Deshwal. In their article entitled ‘Determinants of long-term orientation in seller e-retailer relationship: a seller perspective in the Indian e-commerce’, Swati Bhatnagar and Rajan Yadav address the impact of long-term orientation on online sellers’ satisfaction. The authors’ conceptual model of the impact of dependence, trust, role performance, collaboration and policies on online sellers’ satisfaction in the context of relationships with e-retailers was empirically validated. Subsequently, Pankaj Deshwal in an article entitled ‘The impact of online shopping convenience on satisfaction, loyalty, and word-of-mouth in Indian context’ explores the impact of dimensions such as online shopping convenience (access, search, evaluation, transaction, post-purchase convenience) on customer satisfaction, loyalty and whispered advertising (WOM).

The article titled ‘Juxtaposition of favourable and deterrent antecedents on WhatsApp usage optimisation’, authored by K. Sayee Manohar, Siva K.K. Muthaly and Navin K. Veerapa is also part of the megatrend related to the development and adaptation of modern technology in business operations. It addresses the issue of business communication and how to optimise this process through the use of usage optimisation (UO) WhatsApp as a social media communication platform. The authors empirically verify the impact of selected aspects on the level of positivity or negativity of individuals in the context of optimising the use of WhatsApp UO.

A study by Neha Malhotra and Kartik Dave entitled ‘Dimensions and drivers of medical tourism industry: a systematic review of qualitative evidence’ falls within the field of social phenomena related to tourism development. The authors highlight the increasing demand for global healthcare services, which they explain as caused by the growing disparity in healthcare costs between developed and developing countries. The aim of their study is to identify and analyse the factors that affect developments in the medical tourism industry.

A recent article by Dinesh Kumar Sharma, Rakesh Kumar Srivastava and Prashant Gupta entitled ‘Study of stock returns through P/E, PEG and PERG: evidence from Nifty-100’ touches the area of economic factors and related investment strategies. The study was based on the concept of value investing strategies for screening stocks using low PE, low PEG and low PERG ratios.

We encourage readers to read all the articles included in this special issue and draw their own conclusions about the phenomena taking place in emerging markets in the context of business and globalisation and their future implications.

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