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## Preface

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**Biographical notes:** Nishant Uppal is Faculty of Organization Behaviour in the Human Resources Management Group, Indian Institute of Management Lucknow. He earned his PhD in Organizational Behaviour and Human Resource Management from the Indian Institute of Management, Indore. He has published a number of papers in world-renowned journals, such as *Studies in Higher Education*, *International Journal for Selection and Assessment*, and *Journal for Global Business Advancement*. He specialises in the fields of knowledge management, organisational adaptation, job design, organisational structure, and personality.

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It gives me immense pleasure to introduce this edition of the *Journal of Global Business Advancement* to our esteemed readers. This edition aspires to deepen our understanding of global business, both in knowledge and practice, by drawing perspectives from latest advancements in international business. The six papers published in this edition focus on the theoretical, empirical, policy and practitioner aspects of a wide range of topics, including non-profits, joint ventures, technology, economies, and employee job satisfaction among. The geographical spread of authors who have contributed provide a truly global flavour to this edition.

The culture of an organisation can be an asset that could be leveraged to improve business performance. Since the early 1980s, corporate culture has remained a topic of academic exploration given the dynamic relationship between organisations, workers, and the workplace. However, limited attention has been devoted to study the organisational culture of non-profits and developmental organisations.

The first paper in this edition, 'A study of culture in a non-profit organisation in India: organisational development and change', by Nishant Uppal provides a diagnostic analysis of culture change requirements in a non-profit organisation in India. The paper offers a comprehensive view of organisational diagnostic processes involving culture assessment, and highlights an unprecedented and reasonably less desirable culture shift in the non-profit sector.

As economies continue to globalise, joint ventures have become a vital elements of an organisation's international strategy. Joint ventures are gaining prominence as the preferred mode of entry in emerging markets. The second paper, titled 'The impact of environmental uncertainty on international joint venture performance: the mediating role of international joint venture adaptation', by Mustafa Colak investigates the role of international joint venture adaptation in the relationship between environmental

uncertainty and international joint venture performance. The study is established on survey data from 102 manufacturing IJVs operating in Turkey.

Effective management of technology has moved centre stage in corporate strategy as an aftermath of the recent economic downturn. The paper by Zafar Husain titled 'Technology strategy framework for the firms in growing economies' aims at proposing an empirically based technology strategy formulation framework. Based on focused discussions on several aspects of technology strategy being practised by firms in different sectors of industry, a technology framework particularly applicable to the firms based in growing economies is proposed as an outcome of the research.

In a globalised work environment, the heated discussion on performance and the role of job satisfaction of employees is leaping forward as the options of these human assets are expanding more and more through the electronic social media. The labour market today is no longer delimited by geographical boundaries or cultural differences. As a result, job satisfaction and career orientation are hot topics on today's human resources managers' agenda. The paper on the similarities in job satisfaction across cultures by Joelle F. Majdalani and Bassem E. Maamari analyses the similarities in job satisfaction patterns across five different nations with different cultural backgrounds, and that span around the globe, using a common research tool. The results indicate a comparative total satisfaction that differentiates each setting while also revealing a number of similarities, thus allowing managers a certain level of standardisation, formalisation and uniformity.

The penultimate paper highlights the features and privileges that the Shariah Advisory Council (SAC) has in the context of Malaysian Islamic financial institutions (IFIs) through the existing legal framework. The Shariah Advisory Council (SAC) was established under the Central Bank of Malaysia Act 2009 (Act 701) (CBMA). The SAC acts as an authority for the ascertainment of Islamic law for the purposes of Islamic banking/financial business. The paper titled 'The Shariah Advisory Council in the Malaysian Islamic financial institutions: features and legal issues' also highlights some issues concerning the SAC in Malaysia. Based on legal research, the paper examines some issues concerning the SAC in Malaysia. This paper is co-authored by Nuarrual Hilal Md. Dahlan, Ahmad Zafarullah Abdul Jalil, Zairani Zainol, and Selamah Maamor. At the end of this paper, the authors provide certain recommendations in regard to the issues discussed.

The global economy is at a crossroads. In a rapidly transforming business landscape, organisations are today faced with challenges that currently seem hard to crack. In a bid to provide better customer service, improve quality, and efficiently coordinate between global demand, supply, and production, organisations are increasingly moving towards Enterprise Resource Planning (ERP). The factors and challenges of Enterprise Resource Planning implementation in developing countries differ from those in Western countries. The final paper of this edition, titled 'Implementing enterprise resource planning in Saudi Arabia', by Malik Saleh, empirically examines the determinants of successful ERP implementation in Saudi Arabia.

I believe that this edition will respond well to the needs of the global business diaspora including academicians, policy makers, and organisations. I hope that it will provide stimulus for research and propel further development in international business. Lastly, I would like to acknowledge the authors who contributed to this journal, and the peer reviewers who worked tirelessly towards evaluating the papers.