

Editorial

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Biographical notes: Ajit Karnik is a Professor of Economics at Middlesex University Dubai and is a Fellow of Wolfson College, Cambridge (UK). He was a Reserve Bank of India Professor of Political Economy and Director, Department of Economics, University of Mumbai. His visiting assignments have included: Indo-American Fellow, University of Texas at Austin (USA); Visiting Scholar, St. John's College, Cambridge (UK); British Council Higher Education Link Visitor, University of Ulster (Belfast, Northern Ireland, UK); Fulbright Fellow, University of California at Berkeley (USA); and Smuts Fellow, Faculty of Economics and Politics, Cambridge (UK). His research specialisations comprise political economy, fiscal economics and economic growth.

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Papers included in this special issue were presented at the Second International Conference on Emerging Research Paradigms in Business and Social Sciences (ERPBS). The event was hosted by the Middlesex University Dubai, United Arab Emirates (UAE) from November 26 to 28, 2013. The First ERPBS Conference, held in 2011, had brought together more than 150 academics from close to 100 institutions worldwide. The rich experience and the success of this conference gave Middlesex University Dubai the confidence to host the Second ERPBS Conference a couple of years later.

The Second ERPBS Conference, like its predecessor, was designed to be multi-disciplinary and it provided a platform for 180 academics from over 100 institutions around the world to present their research. Researchers had a variety of tracks to choose from in order to showcase their research. These tracks included business management, education, training and development, tourism and hospitality, economics, contemporary psychology, global social science, information and communication technology, as well as media, journalism and communication. Two prominent academics were invited to deliver keynote addresses at the conference. Mark Saunders (Professor in Business Research Methods, University of Surrey, UK) presented 'The (re)emergence of mixed methods research: researching sensitively without sensitising'. Louise Morley (Professor of Education, University of Sussex, UK) presented 'Researching the future: towards an inclusive global knowledge economy'.

More than 130 papers were submitted for the conference out of which seven were shortlisted as being appropriate to the themes covered by this journal. Eventually, four papers were accepted for publication, which are being included in this special issue. The areas covered by the four papers include issues in globalisation, leadership, marketing and social self-defence (SSD) in the context of inequality and violence.

In 'The challenge of globalisation: a world-wide investigation of public attitudes on individual vs. government responsibility', Ida Ørjansen Heggem and Tor Georg Jakobsen explore the link between economic globalisation and individual attitudes toward government responsibility for provision of its citizens. The main research question the authors pose is: How does economic globalisation affect attitudes about individual vs. government responsibility? The authors present two opposing views on the effects of globalisation. The first view states that there is a leftist shift in attitudes of the people, the reason being that citizens demand protection against the external risks that come with increasing economic globalisation. The second view proposes a rightist shift in line with the neoliberal argument about the relationship between globalisation and growth. A third point of view is also presented, namely, that the direction of the shift is different for developed and developing countries. The evidence presented by Heggem and Jakobsen suggests that increased economic globalisation is associated with more rightist attitudes in the public. The authors also report that people in developing countries hold more leftist opinions than those in developed countries, and the effects of economic globalisation are different depending on a country's per capita gross domestic product.

Corporate social responsibility (CSR) is the theme of E. John Heiser's paper. In the paper 'Authentic transformational leadership and its role in driving strategic corporate social responsibility: a contextual framework', Heiser addresses the role transformational leadership can play in effectively driving CSR activities of an organisation. The paper provides a succinct overview of the evolution of the definition of CSR, advocating for a definition that links the firm's profit directly with a stakeholder view of CSR. It is Heiser's argument that authentic transformational leadership is the best mechanism to

drive strategic CSR activities within the firm. The paper posits that reaching the goal of creating shared value requires authentic transformational leadership first and foremost at the CEO level. CEOs are in the best position to interact with the various internal and external stakeholders influencing the firm and are in a position to conceptualise the needs of these stakeholders and understand the link to the firm's value proposition. Leaders who behave in a manner consistent with the authentic transformational leadership components of idealised influence, inspirational motivation, and intellectual stimulation can articulate a future vision that links firm value to strategic CSR practices, and assist the organisation in developing and implementing the innovative strategies that will drive shared value creation.

Akmal S. Hyder in his paper, 'Market orientation in a non-profit organisation', investigates how a non-profit, interest-free bank applies market orientation to provide superior value to customers. The author develops a theoretical framework integrating market orientation, trust, organisational networking and superior customer value. Two specific research questions are proposed:

- 1 How does the non-profit organisation combine pursuing social agendas and competing with other firms under the same market conditions?
- 2 How does a non-profit organisation apply market orientation to offer superior value to its customers?

The paper considers the market orientation of JAK, a Swedish non-profit, interest-free bank. The research shows that members are central in the case of the non-profit organisation under consideration. It further shows that customers are an integral part of JAK without whom the implementation of the interest-free concept would be difficult to achieve. Lending is important for JAK to operate and generate the financial resources to meet operating costs. Managers of non-profit organisations need to find a balance between maintaining fiscal health and accomplishing their mission. The author very perceptively points out that focusing only on missions, which are usually long-term goals, will theoretically serve the ideological purpose, but may fall short of solving short-term requirements.

In 'Social self-defence: where grievances, opportunities and protests collide', Marlene Muller and Mandlenkosi Lawrence Mkhize focus their research on the despair and disappointment that creeps in when the promise of democracy turns sour. The authors introduce the term *SSD* that combines the concepts of social self and social defence, elevating it to the level of violent protests, reactive to negative socio-economic realities. *SSD* attempts to relate to the actions that individuals take when facing daily despair. This is especially relevant when political mechanisms do not deliver socio-economic improvement leading to the frustration of grassroots who then channel their anger towards local governments. Muller and Mkhize situate their research in South Africa which saw the dismantling of centuries of violence, racism, inequality and oppression in 1991. However, despite rapid progressive political changes, scarcities, corruption and lack of equal economic distribution became the main catalysts for anxieties and dissatisfaction. More importantly, despite the riddance of apartheid laws, a strong race-based class system emerged in the wake of the changes that had been ushered in. The research of Muller and Mkhize reveals that many South Africans are in a permanent state of despair and frustration, lacking political trust in its hard-fought democratic mechanisms. It is clear that local governments' developmental agendas remain

problematic. Not only do participatory mechanisms fail to reach the electorate, but also internal weaknesses hamper the legislative and procedural mandates for a 'better life'. The authors' conclusion offers an important insight into the process of democratisation that is being witnessed in many countries: when disillusionment regarding democratic mechanisms arises, many passive citizens resort to protests. As a consequence, SSD becomes more and more entrenched, especially when hard fought freedoms and rights to a quality of life are at stake.

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