Editorial

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In recent years, numerous studies have highlighted the role of organisational learning and the transfer of knowledge as a source of competitive advantage. Currently, the transfer of knowledge and learning in firms is a topic of utmost relevance. The learning process enables firms to acquire new knowledge and develop new capabilities to maintain their competitive advantage (Benavides-Espinosa and Roig-Dobón, 2011). In management literature, differences in relation to new knowledge provide us with different ways of looking at its relationship with learning.

The concept of multinational enterprises involves a company having branches in more than one nation. The motives for which may be diverse, such as having a presence in other markets or reducing costs, especially in weaker nations (lower salaries, fiscal incentives, political dependencies, etc.). Other key motives could be the level of technology, learning new techniques, and expertise (Hall, 1996).

Regarding this last point in this issue, one paper examined the factors that influenced subsidiaries' capabilities and performance. The influence of the host country factors in the subsidiary's capability, scope, and development has not been examined extensively in previous studies, especially in sub-national factors. This study explores the impact of the two agglomeration effects on subsidiary's capability scope and performance. The agglomeration effects of foreign firms and state owned enterprises (SOEs) lead subsidiaries to develop fewer capability scopes because of specialisation and limited local resources. However, agglomeration effect contributes to subsidiary performance.

Many affiliates are located in rural areas for various reasons, one being that institutional support is fundamental. In the process of building the competitiveness and innovativeness of rural areas (which is based on knowledge and information), learned skills and organisations are key factors. In the context of regional development, the role of institutions supporting these processes is crucial. The change rate and development, both social and economic, will largely depend on these institutions – from government, non-government to public– acting for the development of rural areas. The change rate and development are focused on sources of knowledge and information most commonly used by managers of selected institutions.

The rural areas that obtain institutional support can transform into emerging markets. Emerging nations have become a good example of business innovation capacity, as Japan did in the ‘60s. There are many sectors, such as automotive, appliance, computing, and mobile phones, in which we can discover success stories in the commercialisation of products. These products have and continue to pose an arduous competition for companies in developed countries. Undoubtedly, companies that want to compete will have to sharpen their imagination and increase the appeal of their offers to gain a market share.

Emerging economies account for over 80% of the world population. Moreover, because of the economic transformation that they are experiencing, rapid urbanisation is taking place in many of these economies (European Central Bank, 2016).

The presence of emerging markets in a certain geographical area appears as a key explanatory factor related to the adoption of a mandatory approach regarding reporting on non-financial information.

Studies show that social innovations did not reflect substantial improvements, and its results did not produce a significant impact on the financial performance variables. However, from an ecological perspective, innovation showed high heterogeneity, which suggests differences in management and the difficulty of associating investments in environmental innovation with firm performance. Most empirical studies depict how eco-innovation has been concentrated in developed countries. The literature review suggests the need to explore other contexts and provide more insights of how eco-innovation affects firm performance. Therefore, the analysis of emerging markets may be of interest.

On the other hand, for many emerging countries, given the history and reality of a diaspora of a growing global population. The global diaspora is emerging as a critical stakeholder in the growth of people’s country of origin (COO) and its ability to grow and develop economic intelligence (EI) and territorial intelligence (TI). The approaches such as EI and TI, which accord a major role in innovation, knowledge, and the involvement of stakeholders, have paid little attention to the value of this group, particularly in emergent and developing contexts. Increasing attention has been placed on diaspora and migration globally, for a number of reasons, including the growing size of this group. For our purpose, the diaspora is defined as a geographic dispersion of people belonging to the same community (Bordes-Benayoun, 2002) or COO. Within this context, the diaspora exists as one of the key stakeholders and sources of knowledge and innovation in many developing and emerging countries.

References

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