
Preface

Haim Hilman

School of Business Management,
Universiti Utara Malaysia,
Sintok, Kedah, 06010, Malaysia
Email: hilman@uum.edu.my

Biographical notes: Haim Hilman is a Professor of Strategic Management, and a Dean at School of Business Management, Universiti Utara Malaysia (UUM). Formerly, he was a Head of the corporate planning unit and a Director at Institute of Quality Management, UUM. He earned his PhD in Management (Strategic Management) from Universiti Putra Malaysia. He has published more than 100 academic papers and some of them were published in world-renowned journals. He specialises in the fields of strategic management, leadership and entrepreneurship.

It is a great honour for me to introduce this edition of the *Journal of Global Business Advancement* to our esteemed readers. This edition aspires to enhance our knowledge of global business and global competitiveness.

The six papers selected and published in this special edition focus on both theoretical and empirical aspects of strategic issues, such as the impact of training and career development on employee retention, a bankruptcy approach to support decision-making on allocation of scarce resources, the impact of electronic word-of-mouth communication on building brand equity, features and legal issues, consumer-perceived value toward team-licensed merchandise, and comparative analysis of international and domestic.

This special issue brings an interesting insight to readers, managers and scholars owing to its wide range of topics. Authors from various backgrounds provide true global flavour to this edition. Specifically, the first paper, entitled 'Exploring the impact of training and career development on employee retention: the moderating effect of person-organisation fit', authored by Jehanzeb et al., explores the impact of training and career development on employee retention, especially the moderating effect of the fit between the person and the organisation, and the results indicate that this fit moderates the relationship between job satisfaction and employee retention.

The second paper, entitled 'A bankruptcy approach to support decision on allocation of scarce resources in emergency operations', authored by Itani and Shakya, examines resource allocation decisions using the bankruptcy-based framework. Through carrying out set rules in a fair manner, a just outcome should be achieved. The paper articulates that the use of the framework should enable organisations to make better decisions at the time of emergency.

The third paper, entitled 'Impact of electronic word-of-mouth communication on building brand equity: an Indonesian perspective', authored by Mahrinasari et al., focuses on the impact of electronic word-of-mouth communication on building brand equity in

the food sector. This study found that consumers' restaurant experience and country of origin have a significant effect on electronic word of mouth and this in turn has a significant positive effect on brand equity.

The fourth paper, entitled 'Adapting marketing strategies in emerging markets: perspectives from Kazakhstan and Mongolia', by Lascu et al., examines the effect on marketing strategy. The study suggests that, in Mongolia, government-led strategy has strong influence on firms especially on the aspect of quality and customer orientation. Meanwhile, in Kazakhstan, the government has not taken a similar stance, and this has lead firms to continue to adhere the low-price strategy that is typical for emerging markets.

The fifth paper, entitled 'Consumer-perceived value toward team-licensed merchandise', authored by Ibrahim, explores the effect of consumer-perceived value toward team-licensed merchandise. The results indicate consumer judgements of hedonic value and social value are strongly connected to preference towards the team-licensed merchandise rather than consumer judgements of utilitarian value.

The sixth paper, entitled 'A comparative analysis of international and domestic acquisitions: what drives acquirer competitiveness?', authored by Genc and Zakaria, focuses on a comparative analysis of international and domestic acquisitions. From a theoretical standpoint, the findings help to generalise the importance of intangible factors from the contextual, acquirer centric, and dyadic angles. This indicates managers can better evaluate their firms' preparedness for international vis-à-vis domestic acquisitions.

While concluding, I would like to assert that all the above papers should give better insights to practitioners, scholars, and policy makers. I believe they will ignite research interests and propel further development in the search for strategic factors or media to establish competitive organisations. Last but not the least, thank you very much to all authors who contributed to this special issue and to the reviewers who made invaluable contributions in ensuring the papers reached the intended global standards.