
Preface

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Biographical notes: Osama S. Al-Kwifi is an Associate Professor at the Department of Management and Marketing. He received his PhD in Management of Technology from the University of Waterloo and MSc in Biomedical Engineering from the University of Alberta. Before returning to university to complete his PhD, he worked at the University of Toronto developing medical applications, and at several medical companies designing and evaluating new products for global markets. He was a Visiting Scholar at Richard Ivey School of Business, Western University. His research spans over a wide range of areas, including consumer neuroscience, entrepreneurship, technology marketing, and innovation. His research has been published in various refereed journals and conference proceedings, including *Journal for Global Business Advancement*, *Journal for International Business and Entrepreneurship Development*, *International Journal of Technology Marketing*, *Journal of Business and Industrial Marketing*, *Journal of Management History*, *Journal of Product & Brand Management*, *Journal of Technology Management in China*, and *Journal of Hospitality and Tourism Technology*.

This edition is focused on expanding our understanding of Indonesian business practices and addressing some important issues for the local business environment, by drawing perspectives from the latest advancements in knowledge and practice. These papers were selected as the best papers during the 13th Academy for Global Business Advancement World Congress. The papers published in this edition focus on the theoretical, empirical, policy and practitioner aspects of a wide range of topics.

The first paper in this edition, by Bangsawan et al., explores the effect that consumers' restaurant experience have on electronic word of mouth (eWOM) motivations of consumers in the Indonesian restaurant industry. The study investigates which factors of the restaurant experience have the greatest effect on eWOM and whether or not eWOM is related to purchase intentions of the diners who engage in it. Findings indicates that none of the individual components of food quality or atmosphere in particular drives the results.

The second paper, by Prabowo et al., investigates the relationship between Female Executive Officers and corporate social responsibility (CSR) disclosure in the Indonesian banking industry. They proposed that female executives have specific characteristics that lead to better CSR disclosure. They found that the presence of female executives positively affects CSR disclosure. This trend is observed only in medium and larger banks and in banks without government ownership.

The third paper, by Sawitri and Mayasari, explores the role of cyberloafing in predicting the creative performance. They found that emailing activities and leisure activities have a positive effect on creativity, while surfing activities have no effect on creativity. The study suggests that the greater the creative self-efficacy of the employee, the weaker the effects are. Moreover, leisure browsing activities and surfing activities are negatively associated with creativity, while the role of creative self-efficacy increases the relationship between emailing activities and creativity, suggesting the importance of managing the different dimensions of cyberloafing in creativity area.

The fourth paper, by Rufaidah, develops a measurement scale for the marketing capability of SMEs, which is the influential factor of the firms' performance. After collecting and analysing 315 surveys from business owners of the SMEs, three factors emerge to measure marketing capability of the SMEs, namely, marketing intelligence, marketing execution and marketing strategy. Findings suggest immense opportunity to improve the marketing capability concept by increasing the comprehension of how business owners of the SMEs perceive their marketing capability.

The fifth paper, by Novani et al., explores the institution modelling within the service ecosystem using the hijab fashion industry in Indonesia. The study models the institutional process to facilitate and improve the value co-creation by using agent-based modelling. The result of the study suggests that hijab fashion should be viewed not as industry anymore, but as an ecosystem.

The last paper, by Usman and Nanda, investigates the possibility of utilising coffee grounds produced by coffee shops, using green concept and reverse logistics. Findings suggested that a coffee shop cannot recycle their own coffee grounds, because the amount of coffee grounds of a single coffee shop is not much. Therefore, third parties are needed to recycle coffee grounds into valuable and environmentally-friendly products.