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## Preface

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**Biographical notes:** Najiba Benabess serves as the Dean of the Tabor School of Business at Millikin University in Decatur IL (USA). She has served as the Director of the School of Business and Management at Norwich University in Northfield VT (USA). She holds a PhD in Economics from the University of Wisconsin Milwaukee and a Master's degree in Economics from Western Illinois University. Her areas of research include industrial organisation, international economics, and fiscal policy. She has taught a variety of courses at undergraduate level, such as economics, finance and quantitative methods, and in MBA programs such as strategic resources management and international business. She has published her research widely in national and international conferences and journals such as *Journal of Business and Economics Research*, *International Journal of Humanities and Sciences*, *Global Journal of Management and Business Research*, *Journal of American Academy of Business*, *Cambridge*, *Journal of the Business Review*, and in the *Advances in Geo-economics* book. Some of her papers have been selected for 'best paper' award. She serves as a peer reviewer for the Higher Learning Commission, a board director of the Macon County Foundation and Editor-in-Chief of *Journal of Research in Industrial Organization*.

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Emerging markets are fast-growing developing countries that are creating a rapidly expanding segment of middle class and rich consumers. This issue presents an interdisciplinary perspective integrating insights from quantitative, development economics, e-commerce and its impact on firms' performance and the quality and performance of their employees in different sectors, with the purpose of generating and answering research questions on emerging markets.

The first manuscript is a research paper that investigates empirically the impact on a firm's performance of the dimensions of ambidexterity (the exploratory and exploitative activities) in Indian e-commerce. The study highlights that the key concept to understanding the relationship between the ambidexterity and the firm's performance is to analyse the context in which it occurs.

The second paper, by Mitra et al. is entitled 'Influence of institutional investors on firms' corporate social performance in an emerging market'. This paper investigates the relationship between the institutional ownership of publicly listed companies in Malaysia and corporate social performance. More specifically, the study analyses whether firms with a high degree of corporate social performance tend to have higher numbers of long-term investors and lower numbers of transient investors.

The third paper investigates the outcomes of personnel management practices on employee service quality in Thailand's chained-brand hotels located in Bangkok, Thailand. The paper entitled 'Sequels of HRM praxes on service quality of employees in boutique hotels: a Thailand perspective' focuses on discovering the affirmative and dissenting associations between the personnel systems, facilitating factors and quality of service impact on the performance of the employees in the organisations.

The fourth paper, entitled 'Unpacking the 'black box' in the relationship between pay-for-performance, employee benefits and performance', is based on a collection of data that was done through a cross-sectional method from 140 employees in Nigeria. The hypotheses of the study were tested using both bootstrap techniques and partial least squares method algorithm. The findings of this research highlighted that pay-for-performance and employee benefits can boost and enhance employee performance provided distributive fairness is perceived in the organisational reward system. Hence, distributive fairness is a requisite element in any organisational reward system.

The aim of the fifth research is to explore how consumers' cognitive and affirmative interpretation about meat attributes influences their intentions for purchasing meat in Bangladesh. This paper is an empirical paper that is titled 'Bangladeshi consumers' intentions towards purchasing meat'. The findings show that consumers' cognitive and affirmative interpretations about meat prices are statistically significant, which positively motivates customers to purchase meat. However, when health benefits, purchase convenience and availability of meat are interpreted by consumers' cognition and affirmation, they do not statistically and positively influence consumers' intention to purchase meat.

The last contribution is a paper by Wahid and Hyams-Ssekasi. The authors' research interests include the impact of the high performance work system (HPWS) on the employees' performance in the telecom sector in Bangladesh. The findings of this research suggest that telecom organisations need to devote substantial resources to adopt HPWS to enhance the employees' performance.

In general, this group of papers highlights the efforts of a number of scholars and practitioners in describing the variables that impact firms, consumers and employees in the emerging markets. Their efforts contribute to the filling of the existing literature gaps in their respective fields while also working toward adding a wealth of knowledge to the benefit of both academia and practice. We hope that these papers will generate further future research for the better understanding of the challenges facing emerging economies.