
Preface

Gerry Nkombo Muuka

College of Business,
Al Ghurair University,
Dubai, UAE
Email: nmuuka@agu.ac.ae

Biographical notes: Gerry Nkombo Muuka is the Dean of the College of Business at Al Ghurair University (AGU) in Dubai, UAE. Prior to joining AGU in August 2018, he served for 16 years as Associate Dean and MBA Director [and Director of AACSB accreditation] in the Arthur J. Bauernfeind College of Business at Murray State University in Kentucky. He holds a BBA (summa cum laude) from the Copperbelt University in Zambia, an MBA from Murray State University, and a PhD in Business Strategy from the University of Edinburgh in Scotland, UK. He pursued and earned his Doctorate at Edinburgh under a British Commonwealth Scholarship. He led the Arthur J. Bauernfeind College of Business through three successful AACSB accreditation cycles in 2008, 2013, and in 2018. His numerous intellectual contributions include over 40 articles in peer-reviewed journals, two edited books, numerous chapters in books and conference proceedings, and many small consultancy projects, mostly in Papua New Guinea. Since 2011, he has won six Best Paper Awards at various international conferences in Mississippi, Florida, New Jersey, New Orleans and Jamaica. Five of these six have all dealt with AACSB Accreditation, which is his emergent expertise area. They include his 2017 Best Paper Award winning conference presentation in New Orleans titled: *Mystery Solved: Introducing a Mission-linked Impact Matrix (MIM) as a Framework for successful Continuous Improvement Review under the 2013 New AACSB Accreditation Standards.*

It is not easy to achieve cohesion, depth and breadth when peer-reviewed papers cover multi-purpose, multi-functional, and multi-pronged topics. Yet this special issue of the *Journal for Global Business Advancement* presents a refreshing array of papers from France, Malaysia, Qatar, South Korea, Palestine, and Vietnam that provide precisely such breadth and depth.

In their paper titled ‘A configuration of managerial assumptions and strategy: toward a synthesis’, Farha et al., look at the issue of how management perception and business strategy fit with the choice of a marketing practice. They employ a configuration approach from data that were collected using three case studies in Palestine to show that the three imperatives are interrelated and internally coherent. This is useful in helping managers to carefully examine the internal logic of their marketing-related profiling, and can be used as an assessment tool for marketing practices in relation to business strategy.

The second paper, by Vui-Yee, is titled ‘Linking training and development to employee turnover intention: are performance management and compensation sequential mediators?’, and posits that although providing training and development opportunities at the workplace may be one way to reduce employees’ intention to leave, the actual

association behind this relationship is still unclear. This particular paper analyses performance management and compensation and their mediating role in the association between training and development and employee turnover intention from a relational perspective. Using data from 633 public and private employees in Malaysia, the study finds that training and development have no direct effect on turnover intention.

Le et al. are the authors of the third paper entitled 'Factors influencing the effectiveness of the accounting information system: a case from Vietnamese firms'. Their study examines factors that determine the effectiveness of the accounting information system (AIS) among companies in Vietnam. Based on data from 234 users in 106 companies in Vietnam that apply enterprise resource planning, the authors argue that project, organisational, and user characteristics significantly contribute to AIS effectiveness, with project characteristics being the most important factor.

The fourth paper, entitled 'The relationship among distinctive capabilities, business strategy, environment and performance: a proposed model of manufacturing SMEs in Palestine', is the work of Ahmad and Ramadan, who explore the relationship among distinctive capabilities, business strategy, environment and the performance of manufacturing SMEs in Palestine. In attempting to determine whether the performance of manufacturing SMEs in Palestine is associated with the chosen business strategy, the authors examined an array of distinctive competencies such as administrative capabilities, production/operation capabilities, marketing capabilities, human resource capabilities, environment uncertainty and performance.

Abuhjeeleh et al. are the authors of the fifth paper, titled 'The experiential image of North Cyprus destination as perceived by German tourists'. The study examines the experiential image (EI) of North Cyprus and how this is perceived by international tourists from Germany. Based on an empirical study of 385 German tourists, the results indicate that tourists from Germany have a positive EI of North Cyprus as a tourist destination, and that they would recommend this part of the world to other potential tourists.

Hunsaker is the author of the final paper, which looks at 'Workplace spirituality and well-being: examining the relationship on employee engagement in South Korea'. In his intellectual contribution, Hunsaker concludes that workplace spirituality, as measured through spiritual leadership, has a positive influence on employees' sense of meaning in the work they do, in addition to positively impacting their sense of team spirit, community and self-worth. In turn, this sense of spiritual well-being mediates the engagement of employees in their work. The findings expand the scope of workplace spirituality and employee engagement research, specifically in highlighting the influence of not only meaningfulness *in* work but also meaningfulness *at* work in a non-Western context.