
Preface

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Biographical notes: Sri Beldona is a Professor of Management, and also serves as Associate Dean for Academic Affairs. Prior to his appointment at the University of Dallas, he worked as Vice President of Strategic Planning at Marketing Management, Inc. in Fort Worth. He received his Doctorate in Business Administration from Temple University, where he concentrated on International Business and Strategic Management. His areas of expertise include product and brand management, consumer behaviour, international marketing and business analytics. He teaches courses in international business, business analytics, import/export, intercultural management, and the Capstone experience. He has published a number of articles regarding branding, consumer behaviour and global business. His work has included studies of the effect of country associations on a brand's personality, store brands, and the impact of population growth on human development index. His recent work has appeared in *Journal of Retailing*, *Journal of Business*, *Marketing Letters*, *Managerial Auditing Journal*, and *Journal of Product & Brand Management*, among others.

This special issue of the *Journal for Global Business Advancement*, focusing on emerging issues in global business research, presents an array of topics from social media to education and from diverse economies. Readers will find the papers covering both quantitative and qualitative methods. The wide range of topics covered in this issue will surely be useful to academicians, practitioners and policy makers.

The paper by Hilman and Abubakar, titled 'Establishing a highly competitive university: a strategic management perspective', tackles a less trodden but important topic of what factors significantly impact the performance of universities. With most global universities constantly facing the pressures of declining enrolments, this paper asks the right question – what drives the performance of a university? The authors rely upon the resource-based view and dynamic capabilities to determine the performance of universities. The findings suggest organisational strategy and structure, transformational leadership, talent management, technology integration and a culture of quality significantly influenced performance.

The paper titled 'What are the outcomes of emerging markets mergers and acquisitions? Evidence from Turkey', by Genc and Kalkan, answers an important issue in the domain of mergers and acquisitions. Are the outcomes different for M&A activity in emerging markets especially as it relates to domestic versus international acquisitions? The paper looks at how capital expenditures, R&D spending and administrative expenses differ between domestic and international acquisitions in Turkey. Evidence from Turkey

shows that while the intensity of capital expenditures increased significantly in domestic acquisitions compared to international acquisitions, there were no differences in R&D spend.

Thornton et al., in their paper titled 'External barriers facing internationalising sharing economy companies: a study of European and American sharecoms' gives us a glimpse into the world of sharecoms – a peer-to-peer platform wherein both tangible and intangible excess or slack resources are exchanged as sales, such as in Uber and AirBnB. This qualitative study shows that establishing networks with relevant actors and integrating them well within the network at the outset gives a tremendous stickiness factor and fends off external challenges. Also, the authors show that when the sharecoms are likely to be viewed as disrupters having government entities as an integral part of the network, it is likely to alleviate potential restrictions in the future.

The paper by Dinh et al., titled 'The impact of product diversification and capital structure on firm performance: evidence from Vietnamese manufacturing enterprises', looks at how performance of manufacturing firms is impacted by product diversification, export orientation and ownership structure. Looking at over half a million observations of manufacturing firms in Vietnam over a nine year period, the authors find that product diversification and export orientation play a significant role in driving the performance of private firms. However, for government-owned firms, product diversification was negatively related to performance. The authors conclude that state-owned enterprises, plagued by inefficiencies, have a lot to learn from the private sector.

The paper by Sindhani et al., titled 'Twitter analysis of founders of top 25 Indian startups', follows the Twitter feeds of the top 25 Indian startups. The authors analyse the content of over 160,000 tweets and provide a framework of benchmarking the leaders and the followers.

The final paper in this issue, by Al-Fazari and Teng, titled 'Adoption of the One Belt and One Road initiative by Oman: lessons for the East', investigates the experiences of several countries, including Kazakhstan, South Korea, Taiwan, Hong Kong and Singapore, and offers a road map on how Oman could benefit from the One Belt and One Road project.