
Preface

Osama Sam Al-kwifi

Department of Management and Marketing,
College of Business & Economics,
Qatar University,
P.O. Box 2713, Doha, Qatar
Email: oalkwifi@qu.edu.qa

Biographical notes: Osama Sam Al-kwifi is an Associate Professor at Qatar University. 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 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 of Business Research*, *Journal of Service Marketing*, *Journal of Business and Industrial Marketing*, *Journal of Management History*, and *Journal of Product and Brand Management*.

This special issue of *Journal of Global Business Advancement* aspires to enrich our knowledge of various business activities and thus enhance overall business competitiveness on the global stage. The seven papers that were selected and published in this edition focus on both the theoretical and the empirical aspects of critical business issues, such as cultural diversity, the impacts of job stress, technology spillover, hospitality jobs, entrepreneurial orientation, brand image, and job satisfaction. This issue brings an interesting insight to scholars, readers, managers, and policy makers via a wide spectrum of matters that impact the growth of organisations and support their performance. Authors from different backgrounds offer a genuine international touch.

To begin, ‘Cultural diversity as a competitive tool: Trust and knowledge sharing from a Malaysian perspective’ by Navendra and Beldona explores how diversity training, shared values, and cultural collectivism could influence intra-organisational trust within multi-national corporations that are operating in Malaysia. They propose a quantitative model to both verify the theoretical constructs and investigate the relationships between the variables. The authors highlight both the challenges facing Malaysian multi-national corporations and the latent opportunities for improved collaboration, innovation, and firm performance through diversity and trust.

‘Impact of stress on nurses in the healthcare industry’ by Vrontis et al. investigates the environmental, situational, and individual factors that affect nurses’ level of stress as well as measures the influence of stress on nurses’ work performance. They note a

positive correlation between stress and overall nursing performance, which significantly affects a company's success and development.

Nguyen et al. examine the magnitude of technology spillovers from the FDI in Vietnam's electronics and mechanical industries during the 2007–2015 period in 'Technology spillovers in the electronics and mechanical industries: the roles of ownership structure and wage and training costs in Vietnam'. The study shows positive and significant backward spillover and states that private firms are least likely to obtain beneficial technology transfers from the FDI. Such results suggest that the wide technology gap in Vietnam deters any benefits from FDI spillovers.

In 'Global business shunning hospitality jobs: a disguised power struggle?' by Vassou et al., the authors explore the mechanisms of the hospitality industry to provide a better understanding of its development. Their findings reveal that a perceived threat lies at the heart of prejudice formation. In addition, they note that the long-term challenges that are inherent to hospitality employment cannot be recognised without considering structural issues.

Rufaidah assesses the difference in the entrepreneurial orientation of two groups of SME-scale business owners in 'Entrepreneurial orientation of SMEs in the creative fashion industry'. The findings show that the entrepreneurial orientation of SMEs is the same for those businesses that have been operating for less than one year and those that have been operating for one to five years, emphasising that the orientation of entrepreneurs is not determined by the length of business operation.

'The brand image model in digital media industry' by Silalahi et al. assesses the literature on brand image to propose a model for consideration as a measurement scale. The model is tested by collecting data from five cities, which results in brand associations, brand identity, brand personality, brand attitude, brand behaviour, brand benefit, brand competence, and brand dynamism being considered the determining factors of brand image.

Finally, in 'Determinants of key facets of job satisfaction in the banking sector: applying SMART PLS and artificial neural networks', Raj et al. review the literature to define the components of job satisfaction in the public sector. After collecting data from the banking sector, they determine 10 exclusive facets of the job satisfaction scale. Artificial neural networks are then applied for a reliability check of previous findings. The study proposes several recommendations to the banking sector to promote satisfaction among employees.