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## Editorial

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**Biographical notes:** Yu-Lun Liu is an Assistant Professor in Marketing at National Taipei University of Technology. He holds a PhD in Business and Management, and an MBA in Commerce Automation and Management. He obtained years of work experience in an IT company as a software engineer. He has a particular interest in information systems and technology management. He also has interest in online consumer psychology and consumer behaviour.

Joseph Amankwah-Amoah is a Professor of International Business at the University of Kent, UK. Joseph is also a recipient of multiple research awards across the social science disciplines and has consistently published in many journals of international repute, including *British Journal of Management*, *Industrial and Corporate Change*, *Business History*, *Long Range Planning*, *International Business Review*, *Technological Forecasting and Social Change*, *International Journal of Human Resource Management*, *Journal of International Management*, *Thunderbird International Business Review*, *R&D Management*, *Business Strategy and the Environment*, *Transportation Research Part E*, *Computers in Industry*, *Journal of Rural Studies*, *Group and Organization Management*, *International Journal of Production Economics*, *IEEE Transactions on Engineering Management* and *Journal of Business Research*. In all, he has published over 100 articles.

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As technology revolutionises communication, financial flows and transportation, the world continues to feel smaller and smaller. It is now possible for companies to conduct business in almost any country around the world due to advances in global trade. Consequently, international and multinational marketing managements are becoming more important; they support business activities, cooperations and consumer promotions. Multinational marketing can be simply identified and categorised into two modes: business-to-business (B2B, industrial marketing) mode focuses on cooperations between organisations and resource sharing and integration, while business-to-consumer (B2C, promotional marketing) mode puts more emphasis on product and service positioning as well as promotions for end customers.

From the B2B industrial marketing perspective, and with the trend of AI development, global technology companies have started to establish research centres and have invested in skilled technical employees in host countries. These multinational enterprises (MNEs) work closely with local businesses in host countries and utilise those countries' research and development (R&D) resources and well-established information and communications technology (ICT) supply chain to strengthen their technology capacity and expand their AI business. Having related policy and funding support from these host countries, the MNEs collaborate with these governments for their AI technology development with the aim of building a consummate innovative ecosystem in those countries. In this special issue, Chien, Ko and Wang employ the technological innovation system (TIS) framework to analyse the technology promotion and development of AI in Taiwan. The study demonstrates the significant influences of multinational technology companies on the domestic AI innovation system, from 'knowledge development', 'knowledge diffusion', 'guidance of the search', and 'resources mobilisation' perspectives, and offers policy and strategic suggestions for further AI development in the field of intelligent manufacturing.

From the B2C marketing perspective, a good AI multinational cooperation might be established between the home country and the host country, while the promotion of these AI applications in host countries can still be challenging. In this special issue, Huang and Zhang demonstrate that customer engagement with a voice assistant provider can be significantly affected by the levels of media richness for different consumption purposes and consumers' cultural backgrounds. Consumers in independent-oriented societies prefer high media richness when their intentions are transactional and low media richness when their intentions are non-transactional, whereas consumers in interdependent-oriented societies prefer low media richness when their intentions are transactional and high media richness when their intentions are non-transactional. Another study that is conducted by Yuen examines the factors that influence foreign consumers' intentions to adopt different mobile payment services introduced by multinational mobile messaging applications. The results reveal that foreign consumers' perceived ease of use of the mobile payment services increased their likelihood of identifying the usefulness of the service, and consequently enhance adoption. It is also found that this effect is moderately mediated by personal innovativeness and social influence. The findings of these two studies offer useful cross-cultural insights to AI application promotions.

This special issue provides multinational companies with AI development and management strategies from the B2B and B2C marketing perspectives, including government policy development, innovation diffusion and ecosystem, consumer behaviour and culture differences and consumer AI adoptions. Future studies are encouraged to explore AI innovation diffusion and industrial dynamics/transformation, MNE with AI development and (local) innovation ecosystem, and MNEs' country of origin and country image on the execution of AI and introduction of new technology to a new market. It is hoped that this topic of AI and technology diffusion will attract further attention from multinational researchers and practitioners.

The last paper added entitled 'Multinational enterprises' subsidiary initiative-taking: a model for implementing corporate social responsibility', explores the associations between corporate social responsibility and subsidiary initiative-taking via examination of the practices of Unilever Ghana.