

Preface

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Biographical notes: W. Scott Wysong holds a PhD in Marketing from the University of Texas at Arlington, USA. He is an Associate Professor of Marketing and MBA Program Director in the Satish & Yasmin Gupta College of Business at University of Dallas in Irving, Texas. His research interests lie primarily in customer service, branding and sports marketing. His research has been published in the *Journal of Product & Brand Management*, *International Journal of Retailing & Distribution Management*, *The International Journal of Sport & Society*, among others. His primary teaching responsibilities include foundations of marketing (undergraduate), value-based marketing (graduate) and applied marketing research (doctoral).

This special edition examines the business research that is taking place around the globe in emerging countries. While many research articles often focus on countries with the highest gross domestic product (GDP) such as the USA, China, Japan, Germany and the UK, there is interesting and innovative research taking place in emerging economies on almost every continent. These management, marketing, and finance studies have implications for international academics and practitioners. So, let us ‘travel around the world’ to see what the researchers in this special issue have discovered.

Our first article takes place in Vietnam and is entitled ‘How can knowledge sharing be influenced by organisational social capital, workplace friendship, team culture and public service motivation in the public sector?’ by Phuong Nguyen, Ngan Thi Thanh Nguyen, Quyen Thi Thuy Nguyen, Ngan Thi Thanh Vo and Vuong Phuong Dinh. After surveying over 300 managers, the authors find that several factors positively influence knowledge sharing in an organisation. Many firms around the world struggle with knowledge sharing, particularly the loss of institutional knowledge that leaves when employees leave the organisation. So, this research has implications for managers around the globe.

After Vietnam, we are off to Greece with our second article, entitled ‘Corporate bankruptcy during economic crisis: a financial analysis of the Greek construction sector’, by Spyros Repousis, Petros Lois, Demetris Vrontis, Alkis Thrassou and Savvas Meggios. While some may debate whether Greece is an emerging economy, its financial instability over the last few decades makes it a market worth investigating. Using Altman Z-scores, the authors are able successfully predict corporate bankruptcy with several construction companies in Greece. A number of researchers and practitioners often claim they saw a corporate bankruptcy coming in hindsight. However, in this case, the authors are able to predict bankruptcy before it occurs.

For our third article, we travel to Lebanon to further explore the role of emotional intelligence in the workplace. In ‘The relationship between managers’ emotional intelligence and employees’ performance’, by Demetris Vrontis, Hani El Chaarani, Sam El Nemar and Hanan Dib, some 188 employees at a Lebanese hospital were surveyed. The authors found that a manager’s emotional intelligence positively and significantly impacted employee performance in the hospital. Emotional intelligence has been studied extensively, but to link the construct to performance is critical, and the authors of this research do just that.

Heading south to East Africa, our fourth article is ‘Structural equation model of variables affecting firm’s market value in precious mineral mining industry: case of Eastern African Community’, by Navidreza Ahadi and Sorasak Tangthong. Across six countries, the authors discovered that technology reliability mediated the relationship between the social factors and firm market value. Moreover, the authors advocate that mining corporations need to invest in technology to improve employee performance.

Our fifth article takes us to Bangladesh for ‘Operations of foreign firms and domestic small business venturing: the moderating roles of institutions, reputations and internationalisations’ by Tarun Kanti Bose and Jannatul Ferdous Bristy. The authors conclude that foreign firms have a negative impact on small businesses in the host country, but that this relationship can be moderated by several factors. While many government officials work to attract foreign direct investment to bolster their economy, they need to be mindful of the negative impact on small business.

Wrapping up our travels, we head back to Vietnam for our final article, entitled ‘Collectivism, individualism, and self-identity as psychological antecedents of consumer cosmopolitanism and consumer ethnocentrism: a Vietnamese young perspective’, by Nhu-Ty Nguyen and Thai-Ngoc Pham. After surveying over 450 Gen Z respondents in Vietnam, the authors conclude that cultural values do shape consumer attitudes toward domestic and foreign products. While ethnocentrism has been studied for many years, cosmopolitanism is a relatively new construct and the authors do a good job of discussing the antecedents of both.

As outlined above, each author provides insights that are not idiosyncratic to the country studied. Instead, all managers, in particular entrepreneurs, can benefit from the findings of the research studies presented in this issue.