
Preface

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Biographical notes: Prem Prakash Dewani is serving the Indian Institute of Management Lucknow (India) as a Professor of Marketing. He earned his PhD in Marketing from the Indian Institute of Management Ahmedabad (India). He has taught various doctoral and postgraduate courses, such as consumer behaviour, pricing strategy, and marketing theory. His research has been published in several leading journals including *Journal of Business Research*, *Journal of Retailing and Consumer Services*, *Current Issues in Tourism*, *International Journal of Consumer Studies*, *Journal of Global Marketing*, *International Journal of Logistic Management*, *Journal of Global Information Management*, *Online Information Review*, *Tourism Economics*, *Journal of International Business Education*, *Journal for Global Business Advancement* and *IVEY Case Publication*. His work primarily relates to the role of emotions in long term customer relations, conditional promotions, and pricing.

The six papers contained in this special issue have explored several relevant problems for emerging economies. These studies provide a unique perspective on various issues, such as social class hierarchy, tax avoidance, and technology adoption. The authors have validated the theoretical models in multiple contexts, which include banking, tourism, SMEs, and education. The findings of the studies offer recommendations for both managers and policymakers. Researchers in the special issue have used various research methods, including time series, experiments, meta-analysis, and case study method.

The first paper, entitled 'Online reviews in tourism and hospitality industry: a meta-analytical perspective', by Prem Prakash Dewani (Indian Institute of Management Lucknow, India), examines the impact of online reviews in the tourism and hospitality sector using a meta-analysis technique. In this study, the authors conducted a meta-analysis of 39 studies comprising 97 effect sizes and 18,084 observations to resolve the inconsistencies in extant literature. Based on the stimulus-organism-response framework, the authors specify the stimulus, organism, and response factors in the context of online reviews. This study contributes to the literature by explaining the process through which online reviews influence travellers' behavioural intention. Further investigations of methodological, contextual, and cultural moderators not only uncover the causes of inconsistencies but also provide some useful guidelines for future research. The paper also provides various insights for online review platforms, which can be used to enhance the navigation and usability of the platforms.

The second paper, entitled 'From traditional banking to technology-enabled banking services in India: a study of bank customers' perceptiveness', by Liaqat Ali (Punjabi University, Patiala, State of Punjab, India) and Simran Jit Kaur (Faculty of Management,

University of New South Wales, Sydney, Australia), examines the customers' perception of the technology-enabled banking system (TEBS). This study concentrates on understanding customers' overall perspective about TEBS. The authors collected data from 337 users of TEBS, which were selected from public and private sector banks in India. Data collection was done through a self-administered questionnaire. The study revealed three significant factors measuring the consumers' perceptions of TEBS in India, namely: perceived ease of use, convenience and accessibility, and prior experience of technology, through factor analysis. Further, they have also used the ANOVA technique to analyse the association between the identified factor of consumers' perceptions and demographic variables. Their study highlights that age and internet availability are significantly associated with all the factors, but gender does not affect consumers' perceptions. In addition, their study provides a consumer perspective on TEBS, which can assist practitioners in improving the accessibility of the services.

The third paper, entitled 'The persistence of tax avoidance and its effect on the persistence of earnings', by Achmad Hizazi, Sylvia Veronica Siregar, Dwi Martani and Vera Diyanti (all from Indonesia), examines the relationship between tax avoidance and persistence of earnings. Their study suggests a new measure of tax avoidance from a time series perspective and investigates its effect on earnings persistence as a measure of earnings quality in the same perspective. Their study suggests that tax avoidance has a persistence attribute, and this attribute has a negative slope. The authors empirically validated that tax avoidance has a positive relation with earnings persistence. Their findings also revealed that the measure of the persistence of tax avoidance has a positive relation with earnings persistence. Further, they have also derived an empirical measure for the persistence of tax avoidance by using present value revision of coefficients from firm-specific auto-regressive regressions of the effective tax rate. Their study also contributes to the literature by documenting that there is persistence of tax avoidance and that this persistence has a negative trend.

The fourth paper, entitled 'Tour guides as a supportive tool for the experiential image of Jordan's destination: a French tourists' perspective', by Maher Odeh Falah Alshamaileh (University of Sharjah, Sharjah, United Arab Emirates), Mohammad Abuhjeeleh (Yarmouk University, Irbid, Jordan), Ibrahim Harazneh (Mutah University, Karak, Jordan), and Hamzah Elrehail (Abu Dhabi School of Management, Abu Dhabi, United Arab Emirates), examines the role of tour guides in improving the destination image. Specifically, they assessed the experiential image of Jordan perceived by the French tourists as well as the role played by tour guides as a supporting tool for the image of destinations. The issue was assessed using a quantitative approach, and the authors acquired critical data from French visitors. Their findings suggest that tour guides play a crucial role in shaping the destination image of the visitors, which ultimately affects the entire tourism sector's performance. From a practical point of view, their study suggests that the leaders and directors of tourist agencies should be aware of the skills, knowledge, and behaviour of tour guides in the recruitment process as they reflect the image of the visited destination.

The fifth paper, entitled 'A model for the competitiveness development of manufacturing firms in entrepreneurial exports', by Jaleh Farzaneh Hassanzadeh and Vahid Nasehifar (Khayyam University, Mashhad, Iran), develops the competitive development model based on a three-step, resource-based perspective. Using the international entrepreneurship theory, which is based on the internal and external factors of the organisation, this study identifies the factors that can make up the capability of

identifying and seizing opportunities on the international level. In addition, the author also quantitatively evaluates the model in the context of the food industry, using the judgemental purposive sampling approach. Based on the 193 responses, the author assesses the structural equation model using the Smart PLS software. The results indicate that five aspects of identifying and seizing opportunity capability have an effect on configuration capability. Furthermore, the macro environment has a negative impact on it. Eventually, the microenvironment plays a moderating role between the two variables.

The sixth paper, entitled 'Reproduction of social class hierarchy and cultural capital effects: what it means for children from weaker sections', by Ashu Kapur (University of Delhi, India), examines the impact of social class hierarchy on free education under the PPP (Public Private Partnership) model. This study used an ethnographic methodological approach to collect data by undertaking prolonged and persistent observations of schools and classrooms, conducting semi-structured interviews with principals, parents, and teachers, and gathering narratives from children in the urban social set-up of Delhi, the capital of India. This study explores the social class-cultural processes and practices prevalent inside the private school setting, which can be considered typical of other suitable alternatives. Findings of the study revealed that private schools tend to maintain their 'highbrow' social class cultural character by adopting different mechanisms. Further, market-inclined culture propagated and practised by private school players reinforces the school's hidden agenda of schooling as that of reproducing the social class hierarchy by way of naturalising cultural capital effects. Based on the findings, the author suggests that the PPP canvas needs to be re-designed in the Indian education landscape to handle complex business models.

The six papers of this special issue provide important insights regarding the consumers' and firms' perspectives on various domains, such as tourism, banking, SMEs, and education, with a particular focus on emerging markets. This special issue enhances the understanding of various critical aspects related to developing countries, such as tourism management, technology adoption, SME performance, social class and hierarchy, and tax avoidance. Customer perception of technology-enabled systems will help the government and businesses understand the factors that can enhance the adoption of new fintech applications in emerging markets, such as India. Similarly, the competitiveness development model for SMEs investigated the important factors influencing SMEs' performance in developing countries. Further, the tourism sector in most developing countries is struggling owing to COVID-19 and current geo-political situations. Thus, they can use tour guides and online reviews to enhance the experiential image of the destination. Furthermore, studies on social class hierarchy and education provide important insights regarding implementing public-private partnerships in emerging countries. All the papers in this special issue confirm that emerging countries can play a vital role in the global economy if they understand and meet the expectations of the different stake holders.

The models and frameworks suggested in these six papers provide excellent opportunities for future research. Researchers can replicate the cross-cultural studies or validate the same models in developed countries for better generalisability. Researchers can also design longitudinal and experimental studies, which can further extend the findings of these six studies. It is hoped that this special issue will provide a strong motivation for continuous exploration of critical business and societal topics related to emerging countries.