

## **Preface**

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Emerging markets have had a significant transition on the world stage during the last decade. The business frontiers across emerging markets, owing to their large size and focus on innovation are driving entrepreneurial innovations globally. The world's major business entities including MNCs are impacted by this rise of emerging nations and their emerging multinationals.

This special issue and its six articles dwell with the aforementioned domains to explore the impact of excellence in business research across emerging markets with a focus on India.

The first article entitled, 'An empirical evaluation of entrepreneurial orientation in the context of innovation in new ventures' by Kamala Kannan Dinesh and Sushil empirically examines the dimensions of entrepreneurial orientation in the context of innovation in Indian new ventures. Factor analysis including both exploratory and confirmatory analysis has been employed to empirically investigate the dimensions of entrepreneurial orientation. Factor analysis produced two observed components of entrepreneurial orientation instead of three, as perceived by the Indian new ventures. This study observed that the factors are divided based on behaviour and actions. Two components obtained in this study are entrepreneurial behaviour and innovative action.

Second article entitled, 'Analysis of strategic motives for formation of alliances using total interpretive structural modelling', by Harchitwan Kaur Lamba, Sanjay Dhir and Viput Ongsakul provides a mechanism to study the relationship between motives in alliance formation using total interpretive structural modelling (TISM) methodology and data from the literature. This study attempts to advance the understanding of how and why specific strategic motives affect one another for enhancing the decision making of management driving organisations into alliances. For scholars studying strategic alliances and their formation, this study adds to the understanding into the motives of alliance formation, the interactions and interplay between these motives and the interpretation of the relationships between them.

Third article entitled, 'Artificial intelligence and hospitality industry: systematic review using TCCM and bibliometric analysis' by Kamakshi Sharma, Sanjay Dhir and Viput Ongsakul provides a comprehensive review of the existing literature in artificial intelligence in the hospitality industry. This study identifies 'consumer experience', 'robots', 'forecasting', 'willingness to accept', 'technology development', and 'human-robot interaction' as the main domains. The perceptions of customers, experience, and technology development are some factors that impact a firm's competitiveness immensely. This study will help scholars in deciding the future course of

action by identifying the gaps, prominent characteristics and methods used. This study provides a picture of the current state of artificial intelligence in the hospitality domain.

Fourth article entitled, 'Multilevel analysis of factors influencing innovation through M-TISM approach', by Zubay Hasan, Nakul Parameswar and Viput Ongsakul explores the factors that influence innovation at firm, industry and country level using modified total interpretive structural modelling (M-TISM). The authors have developed a hierarchical model of 14 factors that influences innovation across firm, industry and country level. This study suggests entrepreneurs, academicians, and governmental agencies to distinctly understand factors at different levels to influence performance.

Fifth article entitled, 'Leveraging technological factors and strategic alliances to achieve sustainable development goals', by Rishabh Rajan and Sushil identifies eight factors related to technology and innovation that should be considered for SDGs success by 2030 and also analyses the relationships among these identified factors. The M-TISM technique is used to build a hierarchical model and examine the relationship among identified factors. This study shows the impact of technological infrastructure, technological change, responsive and adaptive regulation, engagement of technological companies, technological alliances, public sector innovation skills, and innovation and technology transfer on achieving sustainable development goals. The findings of this study suggest that policymakers will be better able to identify crucial areas of technological adoption on which they should concentrate their efforts in order to accomplish sustainable development goals.

Sixth and the final article entitled, 'Critical factors for knowledge management implementation: a TISM validation', by Sunali Bindra, Deepika Sharma, Bhumika Achhnani, Hari Govind Mishra and Viput Ongsakul aims to understand the reasonable role of knowledge management (KM) in creating capability for the society to establish awareness and proper decision-making to untangle the complexities of current world challenges. This study attempts to identify various factors of KM through a literature review, that are further analysed through 'TISM' and 'matriced impacts crosses multiplication applique and classement' (MICMAC) to implement the KM strategy in an adequate manner. A TISM-based hierarchical framework has been demonstrated, followed by the determination of the components' dependency and driving power using MICMAC analysis. This enables practitioners, academics and policymakers to strategise appropriately.

These six articles will be valuable for scholars conducting future studies and research on innovation, entrepreneurship, alliance, artificial intelligence, sustainable development goals and KM. These six studies in emerging countries' context have proposed frameworks to provide the scope for future research directions in their respective domains. Future scholars can build upon these rich insights and extend the studies further based on these research contexts and orientations.