Preface

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Biographical notes: Mehanna brings over 30 years of experience in academia and consultancy. He is CEO of the Academy of Business Management Conferences and serves as Board Member and Strategic Advisor across education, real estate, and smart tech sectors. He was Business Dean for 16+ years at universities in Dubai and Lebanon, and a Full Professor of Strategy and Innovation. He has taught in the USA, France, and Lebanon, and holds a PhD and MBA from the USA. He has also advised global institutions, including The World Bank and BCG. He has been awarded more than 20 prestigious awards.

The current era of global business is characterised by profound transformations in leadership models, technology adoption, and consumer behaviour. As industries across the world grapple with the rapid pace of digitalisation, sustainability demands, and shifting market expectations, the role of innovative leadership has become increasingly crucial. The integration of technological innovations, leadership that prioritises environmental and social sustainability, and evolving strategies to engage with digitally connected consumers, is creating a new paradigm in global business operations.

This special issue of the *Journal for Global Business Advancement* explores these critical themes by bringing together six diverse studies that examine how different regions and sectors are responding to the challenges of leadership, technology, and consumer engagement in an interconnected world. Each paper offers unique insights into the dynamics of modern business practices, from the role of green leadership in corporate sustainability to the nuances of consumer behaviour in culturally diverse markets. The studies presented in this issue span a range of geographical contexts, providing a rich comparative perspective on how businesses are adapting to and thriving in this ever-evolving landscape.

The common thread running through these studies is the need for organisations to integrate strategic leadership with technological innovations, ensuring that they remain agile and responsive to both global and local demands. The convergence of sustainability, digital transformation, and innovative leadership is not only shaping competitive strategies but also redefining the very nature of organisational success in the 21st century.

The first paper, entitled 'The impact of green leadership competencies on sustainable corporate performance across Indonesia', authored by Reniati Reniati, Maher N. Itani, Ari Agung Nugroho and Nelly Astuti, delves into the increasingly significant role of green leadership in driving sustainable corporate performance. The study is set against the backdrop of Indonesia's growing environmental challenges, where companies are

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under pressure to adopt sustainable business practices. This paper provides a comprehensive framework for understanding how green transformational leadership can serve as a pivotal driver of corporate sustainability. It highlights the interconnectedness of green leadership with technological innovation and organisational citizenship behaviour, demonstrating that a leadership model that prioritises environmental stewardship is essential for corporate sustainability in today's global economy. The authors' use of empirical data from Indonesia sheds light on how green leadership can be effectively operationalised in both emerging and established markets. As environmental concerns continue to take centre stage, particularly in regions that face critical sustainability issues, this study offers a valuable model for organisations aiming to integrate leadership-driven sustainability strategies. Furthermore, the paper calls for future research to expand on this integrative framework, suggesting that green leadership can be tailored to diverse cultural and industrial contexts, thus enhancing its global applicability. By fostering an organisational culture that embraces both technological innovation and sustainability, leaders can ensure that their firms remain competitive while addressing the pressing environmental concerns of our time.

The second paper, entitled 'Determinants of Indian consumers' attitudes towards controversial product advertising', authored by Jaskirat Singh Rai, Maher N. Itani, Behzad Foroughi and Amanpreet Singh, examines the complex interplay between socio-moral and religious factors in shaping consumer perceptions of controversial product advertising in India. Given India's vast and culturally diverse population, the paper explores how different religious groups, particularly Hindu and Muslim consumers, respond to controversial advertisements involving political and alcohol-related products. The study's findings highlight the critical role that socio-moral disgust plays in influencing consumer purchase intentions, pointing to the unique challenges that marketers face when crafting advertising strategies in such a culturally diverse market. The authors argue that understanding the ethical dimensions of advertising in a culturally and religiously complex society like India is vital for businesses that seek to engage with this growing market. The paper not only underscores the importance of respecting religious sentiments in advertising but also provides a nuanced understanding of how marketing strategies can be adapted to local values without alienating consumers. As India continues to emerge as a major player in the global economy, the insights from this study can guide multinational companies in crafting more culturally sensitive and ethically grounded marketing campaigns. Moreover, the paper sets the stage for further exploration into the role of ethics and religious values in shaping consumer behaviour, particularly in other emerging markets with similar cultural dynamics.

The third paper, entitled 'Factors influencing e-loyalty among Thai consumers in mobile food delivery applications', authored by Sudaporn Sawmong, Navidreza Ahadi and Suwaj Dansomboon, offers a detailed examination of e-loyalty within the rapidly growing mobile food delivery sector in Thailand. In a market where digital platforms have become a dominant force in shaping consumer behaviour, the paper explores the key factors that influence customer loyalty in mobile food delivery applications. Trustworthiness, consumer awareness, and technology acceptance are identified as pivotal elements that shape the effectiveness of e-loyalty programs in this sector. As mobile platforms continue to revolutionise consumer interactions, particularly in Southeast Asia, the findings of this study hold significant implications for businesses seeking to cultivate long-term customer loyalty in an increasingly competitive digital marketplace. The authors highlight the importance of personalised and trust-building

initiatives in enhancing e-loyalty, offering practical recommendations for businesses that aim to differentiate themselves through their digital offerings. This paper provides critical insights into the mechanics of customer retention in a market where competition is fierce, and consumer expectations are evolving rapidly. By understanding the drivers of e-loyalty, companies can better position themselves to succeed in the highly dynamic and fast-paced mobile commerce landscape.

The fourth paper, entitled 'How green knowledge sharing and innovation amplify the effects of green intellectual capital on environmental performance in Vietnamese SMEs', authored by Minh-Tri Ha, Nhat Tan Pham, Nguyen Ngoc Que Truong and Nguyen Khang Lam-Duong, explores the multifaceted relationship between green intellectual capital (GIC) and environmental performance (EP) in Vietnamese small and medium-sized enterprises (SMEs). The study highlights how green knowledge sharing (GKS) and green innovation (GI) mediate the impact of green human and structural capital on environmental performance, with findings based on data from a substantial sample of Vietnamese SMEs. The results indicate that companies with robust GKS and GI practices achieve significantly higher environmental performance, showcasing the transformative power of collective knowledge and innovation. By leveraging GIC, these businesses not only fulfil their environmental responsibilities but also strengthen their market position, making sustainability a strategic asset in their competitive landscape. The study suggests that other SMEs globally could adopt similar practices, facilitating a larger impact on sustainability efforts worldwide.

The fifth paper, entitled 'Foreign direct investment and economic growth in Asia: a spatial econometric analysis', authored by Sayantan Ghosh Dastidar and Alexios Makropoulos, offers a novel spatial econometric analysis of foreign direct investment (FDI) and its impact on economic growth in 30 Asian countries over a 24-year period. Recognising the spatial interdependencies often overlooked in traditional analyses, this study finds that FDI not only significantly bolsters the host country's growth but also contributes positive spillover effects on neighbouring countries. In addition to highlighting FDI's primary role in economic advancement, this study underscores the importance of regional collaboration to harness these benefits. It suggests that policymakers should focus on creating a cohesive regulatory framework across borders to maximise growth potential. By doing so, Asian countries can collectively drive sustained regional development, achieving both economic resilience and long-term prosperity.

The sixth and final paper, 'Digital platforms support projects and effective project management', authored by Mounir El Khatib, Rock-Antoine Mehanna, Ibrahim Alharam, Ali Alhajeri and Shikha Al Ali, explores the role of digital platforms in enhancing project management processes. As industries increasingly rely on digital platforms to streamline operations, this study demonstrates how these technologies can improve planning, scheduling, and collaboration, ultimately reducing project delays and improving team efficiency. The findings are particularly relevant for industries where timely project delivery is critical to maintaining competitive advantage. The authors argue that the integration of digital platforms into project management workflows can significantly enhance organisational efficiency, allowing businesses to adapt more quickly to changing market conditions. The paper provides practical recommendations for companies seeking to optimise their project management processes through digital solutions. As digital platforms continue to evolve, their role in enhancing organisational performance will only become more pronounced, making this research an important contribution to the field of project management.

In conclusion, this special issue offers a broad range of perspectives on the role of leadership, technology, and strategic planning in global business advancement. Each paper provides valuable insights into how organisations can navigate the complexities of today's business environment by embracing innovation, sustainability, and digital strategies. We hope that the studies presented in this issue will inspire further research and provide practical guidance for business leaders and policymakers alike.

As the studies in this issue illustrate, there is a critical need for further exploration of the intersection between leadership, technology, and strategic planning. Future research could investigate how green transformational leadership can be leveraged across different sectors and cultural contexts to drive sustainability. Additionally, there is significant potential for exploring how digital platforms and emerging technologies can be further integrated into leadership strategies and consumer engagement models to create more impactful, agile, and sustainable business practices.