

Editorial

Shawn M. Carraher

Department of Management and Marketing,
KFUPM School of Business,
King Fahd University of Petroleum and Minerals,
Dhahran, 31261, Saudi Arabia
Email: s.carraher@kfupm.edu.sa

Welcome to this special issue of *JIBED*, titled *Defining the Frontiers of Global Business Research in Organisational Performance*, on factors that may influence organisational performance. We have six articles in this issue which come from a wide assortment of countries and cover a wide variety of topics and multiple academic disciplines.

We begin with the first article, entitled ‘Influences on selecting executives: the case of gender and race in managerial decisions in Taiwan’, which is authored by Rosalie L. Tung, Henry F.L. Chung, Jyh-Bang Jou and Chris Rowley. They use a sample of 289 Taiwanese managers in order to examine attitudes towards gender and race in respect to who are seen as the ‘best’ candidates for executive positions. Taiwanese managers selected the ‘best’ candidate for the post of Director of a variety of multinational company (MNC) operations. They found that for the Taiwanese operations of a US MNC where the most managerially and technically qualified candidate was portrayed as an African-American female, she was ranked second, although she was ranked first by respondents from middle and junior management positions. Where the most qualified candidate was portrayed as a white American female, the managers ranked her first. In contrast, for the Director of US operations of a Taiwanese MNC, the African-American female was ranked first. Thus it would appear that some Taiwanese managers (younger, female and less senior) tend to be gender-blind when making recommendations, while for some Taiwanese managers, specifically males, those over 36 years old or over and senior managers, that they tend to not be colour-blind, i.e., the racial background of the candidate does appear to matter when making recommendations. This is an exceptional example of faculty members from disparate parts of the world – Canada/China, New Zealand/Taiwan, Taiwan, and the UK, to examine important international issues. It should be noted that the senior author of this study is the Editor-in-Chief of the *Journal of International Business Studies* and has served as President of both the Academy of Management and the Academy of International Business.

The second article, entitled ‘Cybersecurity and data protection in the European Union, the USA, and China: does ChatGPT really make a difference?’, authored by Teddy Lynn Ladd, Shawn M. Carraher, Sherry E. Sullivan and Shawn M. Carraher Jr., examines the regulations and rules governing cybersecurity and data protection in China, the European Union, and the USA in order to make recommendations for future research and changes to practice, with an added topic of examining the impact that ChatGPT may have on cybersecurity and data protection. Specifically, this article examines specific implementations and policies that the

European Union, the USA, and China have taken, owing to the precedents set by historical data concerns. The purpose of the research is to improve comprehension and awareness of the complexity of professional hacking, cybersecurity regulations, data protection, and its influence on major business factors. It is intended to identify and assess the challenges introduced by cybersecurity and data protection regarding the protection of internet users. The objective of the article is to explore a growing epidemic that is costing business firms and multinational enterprises billions of dollars annually. Findings showed a significant difference in data protection and cybersecurity approaches in China, the USA, and the European Union. While ChatGPT is influencing some parts of internet life, the authors argue that, owing to some of the limitations of ChatGPT, the current versions are not likely to influence data security in a meaningful manner until issues of hallucinations [bots intentionally making up false information] are resolved.

The third article, entitled 'Does management experience matter? An empirical investigation on the effects of management experience on SME firm growth in transition economies', authored by Zhe Zhang, Justin T. Scott, John A. Parnell and Michael C. Osborne, draws from the human capital and knowledge-based perspectives to examine the relationship between management experience and firm growth in transitional economies. Using a sample of over 20,000 small-medium firms from 26 transition economies between 2007 and 2019, obtained from the World Bank's Enterprise survey data, it is found that there is a significant negative linear relationship between management experience and firm growth. Management experience shares a U-shaped curvilinear relationship with employment growth and sales growth. Institutional quality moderates the U-shaped curvilinear relationship between management experience and sales growth. This study underscores the importance of multiple performance measures – not just profitability – and operationalises firm growth by measuring both sales and employment growth.

The fourth article, entitled 'Global expatriate entrepreneurs and corporate social responsibility in developing economies: an examination of the relationship between the individual difference variables of sex, age, and personality', authored by Abdulwahab Saeed Al-Gahtani and Shawn M. Carraher, examines the relationships between personality, age, and sex and three dimensions of corporate social responsibility (CSR) – support for CSR, a lack of cognitive support for CSR, and a lack of behavioural support for CSR – across a sample of 213 global expatriate entrepreneurs operating in 22 countries in Africa and the Middle East. It is found that age, sex, and personality differences were able to explain 12.6% of the variance in behavioural differences in CSR, with those not agreeable and those more neurotic more likely to exhibit behaviours less supportive of CSR. The differences were able to explain 18.8% of the variance in negative attitudinal differences in CSR, with sex, not being agreeable, conscientiousness, and not being stressed being the statistically significant. In regards to being supportive of CSR, the variables were able to explain 9.3% of the variance, with males more likely to be supportive of CSR. Looking at overall low support for CSR had 18.4% of its variance explained with males being the strongest indicator, followed by neuroticism and then low agreeableness. Not being open to new experiences was close to being statistically significant at traditional levels with it being significant at the 0.051 level. Based upon these results suggestions for future research are provided.

The fifth article, entitled 'Green innovation dynamics: the mediating role of green intellectual capital and open innovation of SMEs in Vietnam', authored by Minh-Tri Ha, uses data from 509 SMEs in Vietnam to delineate the impact of green intellectual capital

(GIC), which includes green human capital (GHC), green structural capital (GSC), and green relational capital (GRC), on environmental performance (EP) by incorporating the mediating roles of green knowledge sharing (GKS) and green innovation (GI). Drawing on the theories of the intellectual capital-based view (ICV) and knowledge management (KM), this research study seeks to enrich the existing literature on the interconnected dynamics of GIC and EP. A quantitative analysis was conducted through a questionnaire-based survey, leveraging judgemental and snowball sampling methods. The data was analysed using the partial least squares structural equation modelling (PLS-SEM) approach, a method not previously used in this context. The results indicate that GHC and GSC, but not GRC, directly influence EP. In addition, the results also show that both GKS and GI partially mediate between GIC and EP, which, in turn, augment EP, except for the GHC-GKS-EP and GSC-GKS-EP relationships. This suggests a dual pathway whereby GSC impacts EP directly and indirectly through the mediating roles of GKS and GI. This study serves as a pioneering effort in examining the synergistic effects of GKS and GI as mediators in the GIC-EP nexus, thereby extending the current understanding of the mediating mechanisms in the GIC-EP relationship. It lays the groundwork for further exploration into a unified theory of intellectual capital, offering fresh perspectives about the role of GIC in fostering environmental sustainability.

The sixth article, entitled 'Internationalisation barriers in low-tech South Asian exporting firms', authored by Suhail M. Ghouse, Omar Durrah, Rishabh Shekhar and Ahmad Arslan, is one of the first to examine internationalisation challenges for emerging economy low-tech SMEs. Based on primary data collected from 175 low-tech Indian firms, the SPSS- and AMOS-based analyses reveal that internationalisation barriers can be classified into five distinct categories, i.e., managerial, marketing, government, financial and procedural barriers. The findings reveal a strong correlation among different categories of internationalisation barriers. It was further found that procedural and regulatory barriers were most significant for low-tech firms' internationalisation. Findings also revealed specific factors, such as age of firms, sources of new buyers and sources of finance, influencing internationalisation barriers. This study uses the resource-based view (RBV) paradigm to show how low-tech firms use internal resources to overcome complicated internationalisation barriers. The study adds to the internationalisation literature by highlighting low-tech firms' unique challenges and providing insights for practitioners, policymakers, and scholars to help emerging economy low-tech firms compete in international markets.

When looking at the list of authors who have contributed to this special issue it is worthwhile to note that four of the contributors were named to the Outstanding Global 50 Educator Awards list for 2022 released at Oxford University on November 21, 2022. The list was first created at Oxford University by the Oxford Business and Economics Conference in 2015 based upon a study of the Return on Investment for students studying under them with data calculated by Microsoft. All four have been on the list both times that it was generated. We nearly had Michael A. Hitt contribute however the paper that he was thinking of contributed was then affiliated with another high level journal. In 2024, we should be able to garner contributions from six of the Outstanding Global 50 Educators. Here is the 2022 list: Adam Grant, Amy Hillman, Andrew Pettigrew, Asta Pundziene, Bernard Y. Yeung, Cynthia Hardy, Daniel A Wren, David Ahlstrom, David Gann, David Ketchen, Dean Shepherd, Denise M. Rousseau, Dianne Welsh, Edward E. Lawler, George Puia, George Yip, Gregory Dess, Jason Duan,

Jay F. Nunamaker, Jeffrey Pfeffer, John A.Parnell, Jurga Duobiene. K. Michelle Kacmar, Kathleen Eisenhardt, Lanying Huang, National Chang Hua University of Education, Lucy Lu, Luis Gomez-Mejia, Michael A. Hitt, Michael L. Tushman, Michael Porter, Michael Sturman, Mike Peng, O.C. Ferrell, Per Davidsson, Philip Kotler, R. Duane Ireland, Richard Li Hua, Richard M Ryan, Richard Whittington, Robert M Grant, Rosalie Tung, Scott Shane, Shaker Zahra, Shawn M Carraher, Sherry E. Sullivan, SooCheong (Shawn) Jang, Sylvia Burgess, Terri Scandura, Yehuda Baruch, Zafar U. Ahmed. The Editor-in-Chief for *JIBED* is also on the list. Not only has he been busy as the Editor-in-Chief of *JIBED* and President of the Academy of Global Business Advancement but he has also been a highly effective educator and his work on tourism has been used by governmental entities in the Ionian Islands of Greece as well of Turkey, France, Thailand, the UK, and Saudi Arabia.