
Preface

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Biographical notes: Abdullah Almashayekhi (PhD, Florida State University, USA) is an Assistant Professor of Marketing and Chair person of the Department of Management and Marketing at the King Fahd University of Petroleum and Minerals (KFUPM), Dhahran, Saudi Arabia. Before joining academia, he worked for an advertising agency in Jeddah, Saudi Arabia. From that experience stems his teaching interests in advertising, integrated marketing communications, and digital marketing. His research interests lie primarily in the areas of corporate social responsibility, social entrepreneurship, marketing alliances, and interorganisational networks. His research has been published in the *International Journal of Conflict Management*, *International Journal of Knowledge Management*, and *Society and Business Review*, as well as multiple proceedings in the American Marketing Association (AMA) Winter Academic Conference.

Welcome to this special issue of our esteemed journal, which presents a compilation of cutting-edge research across diverse domains of organisational studies. These papers shed light on critical aspects, such as economic performance, employee engagement, sustainability, well-being, employment practices, and service adaptation behaviour, providing valuable insights into the contemporary dynamics of our evolving professional landscape on the global stage.

The first paper, entitled ‘Economic performance of wine production in EU: a multi-indicator comparative analysis’, by Aleksandra Figurek, Alkis Thrassou, affiliated with the University of Nicosia, Cyprus, and Demetris Vrontis, affiliated with both the University of Nicosia, Cyprus, and the Lebanese American University, Lebanon, meticulously investigates the economic performance of specialised EU wine producers. Using the Farm Accountancy Data Network (FADN) approach, the study offers a comparative examination of income within European wine production. This research significantly contributes to the advancement of precise methodologies and appropriate indicators for measuring economic performance of the EU wine production sector.

The second paper, entitled ‘Employee engagement of millennials and non-millennials: role of organisational culture’, by Saranya Sriram and Asim Talukdar, both affiliated with the Jindal Global University (India), explores the evolving dynamics of employee engagement, particularly in the context of a diversifying workforce. Focusing on millennials and preceding generations, the study delves into the influence of organisational culture on job and organisational engagement. The findings suggest a significant effect of adhocracy culture on the job engagement of millennials but not on

that of non-millennials. Such findings illuminate the need for tailored engagement strategies considering generational differences.

The third paper, entitled ‘Effects of sustainability orientation, integration, and value addition on food cold chain performance: a Thai perspective’, by Warat Kaewpijit and Viput Ongsakul, both affiliated with the National Institute of Development Administration, Bangkok, Thailand, tackles the vital issue of sustainability within the Food Cold Chain (FCC). Through a thorough examination of sustainability orientation, integration, and value addition, the research highlights their profound impact on FCC performance. This study provides empirical evidence to underscore the necessity of aligning sustainability efforts with integration and value-addition practices for optimal outcomes.

The fourth paper, entitled, ‘Investing in student well-being: how cyclic meditation can reduce stress and foster mindfulness in academic institutions: a case from India’, by Nishant Garg, affiliated with the Indian Institute of Management Lucknow, India, Neha Garg affiliated with the Swami Vivekananda Yoga Anusandhana Samsthana University, India, and Pankaj Kumar, affiliated with the Indian Institute of Management Lucknow, India, addresses the crucial area of student well-being within academic institutions. The results emphasise the potential of cyclic meditation in enhancing mindfulness and reducing psychological distress among students, offering practical implications for academic and healthcare sectors.

The fifth paper, entitled ‘Exploring teaching assistants’ employment in higher education: a case of Qatar University’, by Othman Althawadi, Shatha M. Obeidat and Yara Ali, all affiliated with Qatar University, Doha, Qatar, explores the global phenomenon of employing graduate teaching assistants, with a specific focus on the Arab Gulf region with an emphasis on the State of Qatar. This empirical research offers a comprehensive understanding of the employment experiences of teaching assistants, highlighting the significant role of effective recruitment, selection, and training in shaping their experiences and intentions within higher education.

Finally, the sixth paper, entitled ‘Investigating the influence of adaptation behaviours on continuance intention using ride-hailing applications: a case from the drivers’ perspective’, by Giang-Do Nguyen and Minh-Tri Ha affiliated with the Nguyen Tat Thanh University, Ho Chi Minh City, Vietnam, examines how the users’ adaptation influences continuance intention of using ride-hailing applications with a specific focus on emerging economies, particularly Vietnam. By investigating how perceived usefulness, management support, and self-efficacy, affect continuance intention using ride-hailing services, the study findings broaden our understanding of users’ adaptation of apps on their continuance intention for using ride-hailing applications.

In conclusion, this special issue enriches our understanding of the multifaceted dimensions of contemporary organisational paradigms with a special focus on emerging economies. The research presented herein not only contributes to academic discourse but also offers valuable implications for practitioners and policymakers, promoting better understanding of organisational strategies and practices.

Thank you for embarking on this intellectual journey with us.