Editorial: Celebrating the 30th anniversary and a new home for the journal

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1 Historical retrospective

The *Journal of Business and Management* (*JBM*) is a double-blind refereed, Gold Open-Access journal with a 30-year publication history. The journal was inaugurated in the Fall of 1993 by Professor Franklin Strier and Professor Burhan Yavas at the California State University, Dominguez Hills, USA. In the Fall of 1994, they transferred it to the Western Decision Sciences Institute (WDSI) and continued serving as co-editors. The *JBM* became the official publication of the WDSI. Subsequently, in the Spring of 2000, the journal was transferred to Colorado State University, USA, and Professor Raymond Hogler was appointed editor. He registered the ISSN (Print) in 2001, and the journal began to display the ISSN: 1535-668X in Vol. 8, No. 1, Winter 2002. After publishing Vol. 10, No. 1 in Spring 2004, Raymond turned over the journal to Chapman University, California, USA, which was co-edited by Professor Amy E. Hurley-Hanson and Professor Cristina M. Giannantonio. After 11 years of editorship, from March 2005 to September 2016, they decided to retire and return the journal to the WDSI. Professor Eldon Y. Li, a past president of the WDSI, soon answered the call for editor and was approved by the WDSI Board to assume the duty of editor-in-chief for the *JBM* on 1 July 2017. He was then a university chair professor at the College of Commerce, National Chengchi University, Taipei, Taiwan. Later, in April 2020, the WDSI transferred the journal ownership to Professor Li unconditionally to sustain the publication of the *JBM*. On 1 July 2020, the *JBM* became the official publication of the International Consortium for Electronic Business (ICEB). During its 20th anniversary celebration, ICEB formally announced this news on its Home Office website (http://icebnet.org). In 2021, the ICEB formally authorised the National Chung Cheng University in Taiwan to publish the *JBM*. After publishing Vol. 29 of the journal in June 2024, Professor Li transferred the *JBM* to Inderscience Enterprises Limited in the UK. The publication of this issue of the *JBM*, Vol. 30, No. 1, marks the 30th anniversary of the journal and the first issue published by Inderscience Publishers.

2 Research papers

In this issue, we are very delighted to share with you five research articles. First, Lu Yu, Xiaoxia Zhu and Hong Ren co-authored the first article, 'Navigating the digital frontier: Thriving in remote work through AI and human connection'. They investigate how the integration of artificial intelligence (AI) can foster thriving in remote work environments, emphasising the importance of combining AI adoption with organisational understanding and social connections. The study reveals that while AI adoption enhances continuous learning, genuine thriving requires the fulfilment of competence, autonomy, and relatedness needs. Furthermore, organisational understanding and robust social ties are essential for transforming AI use into a driver of thriving among remote workers.

Next, Mohammad A. Ali and Stephen J. Jones discuss a study, 'Engineering of a proactive stakeholder culture'. They conducted an exploratory, inductive, qualitative case study to enhance their understanding of how proactive stakeholder organisations cultivate and sustain a culture that fosters a proactive stakeholder orientation. The study builds theoretical generalisations of the phenomenon under consideration. It provides the best practices and content for developing proactive stakeholder cultures. Moreover, it identifies and defines a critical moderator, namely, confining pressure between

well-established stakeholder cultural values and the psychological stages of ethical decision-making.

The third article, 'Does employee engagement buffer the relationship between occupational self-efficacy and organisational citizenship behaviour?' is co-authored by Shravana Bardhan and Shamima Haque. The study examines the impact of occupational self-efficacy on organisational citizenship behaviour (OCB) in West Bengal's healthcare sector. They confirm that occupational self-efficacy has a significant influence on OCB, and employee engagement mediates this relationship. They recommend that human resource departments and administrators should focus on fostering engagement, organisational commitment, and job satisfaction to improve OCB.

The fourth article is 'The intersection of gender and generation: new insights into drivers of job satisfaction'. Angela Schill-Owens, Maureen Snow Andrade, Jonathan H. Westover and Silvia Clark examine job satisfaction differences across genders and generational cohorts, focusing on how intrinsic/extrinsic rewards, work-life balance, and work relations impact satisfaction for different generations: baby boomers, Generation X, millennials, and Generation Z. The study addresses inconsistencies in prior research and informs strategies to enhance employee satisfaction. Specifically, male employees report higher overall satisfaction than females across all cohorts, with a narrower gender gap among younger generations. Intrinsic rewards enhance satisfaction for female millennials, whereas extrinsic rewards, such as pay, have a greater impact on males. Ultimately, older generations value organisational commitment, whereas younger groups prioritise engagement and work-life balance.

Finally, in the last and fifth study, Devin Hargrove discusses 'Authentic leadership, gender, and emotional labour: a study'. The study employs cross-sectional data and multivariate regression analysis to demonstrate that authentic male leaders are more likely to engage in the emotional labour strategy of deep acting and less likely to engage in surface acting. Authentic leaders are transparent with others regarding their strengths and weaknesses. This communication orientation enables authentic leaders to appear genuinely connected with their followers. Male leaders, who are stereotypically less concerned with the interpersonal aspects of leadership than female leaders, can develop into authentic leaders who appear more emotionally connected with their followers. This study reveals how male leaders can use authentic leadership to challenge stereotypes and access a more socially aware style of leadership.

In closing, we would like to express our gratitude to all authors who have shared their knowledge and research outcomes with journal readers over the past 30 years, as well as to all referees who have reviewed and provided comments on papers submitted to the journal. Without their effort and contributions, our journal would not have reached the quality standard set forth by our editorial team and demanded by our readers. To the staff of Inderscience, we would like to express our sincere gratitude for your high-quality professional assistance throughout the publication process. Special thanks are due to our editorial team and review board members for their unwavering support and dedication to the journal. Finally, our most sincere thanks go to you, our readers worldwide. Without your support, this journal would not have been sustained and continuously improved. We hope you will continue to use this journal as your primary source of information and wish you all the best in your research efforts and achievements. Finally, we would like to take this opportunity to wish you all to stay safe and healthy during the ongoing coronavirus pandemic. With the end of the COVID-19 pandemic, we wish you all enjoy a healthy and normal life.