

Call for Papers

 Journal of the Academy of Business and Emerging Markets (JABEM)
<https://www.abem.ca/journal>

Special Issue on **Law, Digital Transformation, and Sustainable Business in Emerging Markets**

Submission deadline: July 31, 2026

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JABEM, a peer-reviewed, biannual and Open Access multi- and inter-disciplinary international journal, aims to publish debatable and testable articles. Empirical, comparative and iconoclastic articles based on alternate views, theories or diversity in methodologies are particularly invited. JABEM does not publish opinions, interviews or case studies.

ABEM publishes solely on articles' merit and is free. There is no Article Processing Charge (APC) to publish.

JABEM's mission, scope and submission guidelines are available at <https://www.abem.ca/journal>

Context

Emerging markets—such as India, Indonesia, Brazil, South Africa, Malaysia, Mexico, and Vietnam—represent economies undergoing rapid industrialisation, technological adoption, and integration into global trade and investment systems. These jurisdictions exhibit strong entrepreneurial growth and expanding consumer markets, yet continue to face institutional, regulatory, and infrastructural challenges. They are distinguished by

evolving legal frameworks, growing digital economies, and increasing participation in regional and global value chains. Within this transition, the intersection of law, business, and taxation assumes central importance. As firms in emerging markets digitise operations and cross national borders, questions of tax fairness, digital services taxation, transfer pricing, and corporate transparency gain urgency. Simultaneously, governments are experimenting with regulatory reforms that balance innovation with consumer and investor protection. This Special Issue invites research exploring how digital transformation, legal governance, and fiscal policy interact to shape sustainable and inclusive business ecosystems across emerging economies.

Objective

- Examine how business law and policy can enable responsible digital transformation.
- Analyse how consumer and marketing laws adapt to platform-based economies.
- Explore sustainable business, taxation, and ESG governance in emerging markets.
- Compare regional legal and institutional responses across Asia, Africa, and Latin America.

Topics

Digital Markets and Business Law

- Legal frameworks governing e-commerce, fintech, and AI-driven business models.
- Liability and accountability of digital intermediaries and marketplaces.
- Competition and antitrust challenges in platform economies.

Consumer and Marketing Law

- Online consumer protection and unfair trading practices.
- Regulation of digital advertising, influencer marketing, and data-driven targeting.
- Cross-border enforcement and jurisdictional issues in digital consumer disputes.

Corporate Governance, Taxation, and Sustainability

- ESG disclosure requirements and sustainable corporate conduct.
- Legal mechanisms for integrating sustainability in business strategy.
- Fiscal governance, digital services taxation, and responsible investment.

Data Governance and Privacy

- Comparative analysis of data protection laws in emerging markets.
- Intersection of privacy, cybersecurity, and consumer rights.
- Role of legal harmonisation in facilitating digital trade.

All submissions should be sent to: Dr. Aashish Srivastava: aashish.srivastava@monash.edu

Important dates

Paper submission: July 31, 2026

First reviews: August 31, 2026

Second review: October 31, 2026

Decision: December 31, 2026

Publication: 2027

About the Guest Editors



Dr. Aashish Srivastava is a Senior Lecturer in the Department of Business Law and Taxation at Monash Business School, Australia, specialising in commercial law and IT law. He holds a PhD from Monash University on electronic signatures, published by Springer, and has attracted significant internal and external research funding in the fields of business, consumer, and technology law. His expertise has also been recognised internationally, including through his role as an expert for the State of Georgia (USA) on the legal status of electronic signatures. He is a recipient of DFAT's Australia-India Cyber and Critical Technology Partnership Grant and is currently engaged in a collaborative project with Monash University and Dharmashastra National Law University that examines the use of blockchain-based digital credentials to combat fake degrees. With more than 15 years of teaching experience, he has published widely in leading IT and consumer law journals and maintains an active research agenda at the intersection of law, technology, and regulation.



Dr. Michel Koekemoer an Associate Professor in the Mercantile and Labour Law Department at the University of the Western Cape. She obtained the following degrees *cum laude*: B. Com (Law) (the then Potchefstroom University for Christian Higher Education, but now North-West University); LLB (PU for CHE); and LLM (University of Pretoria). Michel obtained her LLD degree in 2020 (University of Pretoria). She has authored and co-authored a number of journal articles and book chapters. She is also an Admitted Attorney of the High Court of South Africa. Her research focuses on modern aspects of real security law, including the characterisation of digital assets as collateral for secured lending. Another aspect of her research explored the interface between technology and the law, namely the regulatory treatment of electronic signatures. Concerning her scholarly work related to general banking law, her research is focused on consumer complaint resolution within the financial sector, elements influencing the bank-client relationship and bank resolution.



Dr. S. Bruce Thomson is an Associate Professor in the School of Business at MacEwan University, Canada. His PhD is from Monash University in Melbourne, Australia. Bruce has over 15 years of teaching experience. His research interests include diversity management, job turnover, human resource management, strategic human resource management, and qualitative research methods. Current research projects are diversity management, religion in the workplace, human resource management effectiveness in government agencies in developing countries, and educational leadership. You can find his work in leading academic journals such as *Human Resource Management*, *International Journal of Human Resource Management*, *Thunderbird International Business Review* and *Journal of Contemporary Asia*. His previous work on religion in the workplace was published as a book by Palgrave/McMillian in 2015 – *Religion and Organizational Stigma at Work* and published a co-edited (with Dean Gina Grandy) volume of work on stigmas in the workplace in 2017.



Dr. Ridoan Karim is a Senior Lecturer, and Deputy Director of the *Centre for Commercial Law and Regulatory Studies (CLARS) - Malaysia Hub* at the School of Business, Monash University Malaysia. His teaching and research span the dynamic intersection of *law, science and technology*, with a particular focus on areas such as "*energy and natural resources law*", and "*cyber law*". Ridoan had acted as a Consultant and Fellow in projects funded by the Legal Affairs Division of the Malaysian Prime Minister's Department (BHEUU), Malaysian Ministry of Higher Education (under FRGS Grant Scheme), University of Malaya and Monash Data Futures Institute (MDFI). He also conducts professional training sessions in collaboration with Monash University and Esselaro (a research organization focused on the social landscape), as well as various private and public entities.

About the Journal

The mission of JABEM is to disseminate research conducted in developing countries and emerging markets globally (or comparative studies with advanced economies) within the scope of topics relating to business, government, and community.

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