

## Call for Papers

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

Special Issue on  
**Innovating for the Future: Business Transformation in Emerging Markets**

Submission deadline: June 30, 2026

### Special Issue Editors:



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JABEM, a peer-reviewed, biannual, open-access, multi- and interdisciplinary international journal, aims to publish articles that are debatable and testable. Empirical, comparative, and iconoclastic articles based on alternate views, theories, or diversity in methodologies are particularly welcome. JABEM does not publish opinions, interviews, or case studies.

ABEM publishes solely based on the 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 are experiencing a convergence of significant opportunities and complexities. Rapid urbanization, demographic changes, technological advancements, and evolving institutional frameworks are transforming the business environment within these economies. As traditional business models confront new challenges, organizations in emerging markets are redefining value creation, competition, and growth strategies. Business transformation, whether through family-owned enterprises adopting modern governance or startups utilizing digital platforms for expansion, has become an essential source of competitive advantage.

However, this transformation is occurring within a volatile global environment characterized by geopolitical shifts, post-pandemic economic adjustments, climate-related challenges, and evolving consumer expectations. For businesses in emerging markets, responding to these dynamics requires not only adaptation but also innovation in strategy, operations, finance, and stakeholder engagement. Analyzing how firms in these varied contexts initiate, manage, and sustain transformation is essential for scholars, practitioners, and policymakers.

This special issue seeks to explore the multifaceted nature of business transformation in emerging markets. We invite contributions that examine how organizations - from multinational subsidiaries to small and medium enterprises, from family businesses to born-global startups - are innovating to meet the challenges and seize the opportunities of our time. By combining empirical research and theoretical insights, we aim to illuminate the pathways through which business transformation fosters resilience, inclusion, and sustainable development in emerging economies.

### Objective

The objective of this special issue is to advance scholarly and practical understanding of how business transformation is unfolding across emerging markets. We aim to curate a collection of rigorous, actionable, and forward-looking studies that:

- Identify and analyze the drivers, processes, and outcomes of business transformation in emerging market contexts, including technological, organizational, strategic, and institutional dimensions.
- Explore how firms across different sectors and scales are innovating their business models, management practices, financial strategies, and market approaches to thrive in dynamic environments.
- Examine the role of entrepreneurship, leadership, and ecosystem actors (e.g., policymakers, investors, incubators) in enabling or constraining business transformation.
- Offer evidence-based insights for business leaders, educators, and policymakers seeking to foster innovative and resilient organizations in emerging markets.

We invite contributions that are empirical, comparative, and interdisciplinary, with a focus on generating transferable knowledge and actionable frameworks that can inform both scholarship and practice.

### Topics

We invite theoretically sound and empirically tested papers that explore how innovation is driving business transformation in emerging markets.

Submissions may focus on the following topics:

#### 1. Business and Strategy

- Digital transformation and advanced industrial technology adoption in emerging market enterprises
- Strategic responses to geopolitical tensions and trade realignments
- Family business evolution and governance in transitioning economies
- Corporate resilience and crisis management in volatile markets
- Cross-border mergers and acquisitions: Opportunities and pitfalls
- AI-Driven Competitive Intelligence and Strategic Decision-Making in Emerging Markets

## 2. Entrepreneurship and the Innovation Ecosystem

- The role of incubators, accelerators, and venture capital in fostering high-growth startups.
- Corporate entrepreneurship and intrapreneurship as drivers of innovation within established firms.
- The impact of government policies and regulations on nurturing innovation ecosystems.

## 3. Sustainable and Socially Responsible Transformation

- How businesses are integrating Environmental, Social, and Governance (ESG) principles into their core strategies.
- Innovation in addressing grand challenges (e.g., healthcare, education, and financial inclusion) through market-based approaches.
- Measuring the societal impact of business transformation initiatives.

## 4. Sector-Specific Transformations

- The future of work: transformation in labor markets, HR practices, and the gig economy.
- Innovation in agriculture, manufacturing, and services, powered by new technologies and business models.
- The transformation of healthcare, education, and other critical public services through public-private partnerships and social enterprises.

## 5. Cross-Cutting and Interdisciplinary Themes

- The role of public-private partnerships in infrastructure and development
- Technology leapfrogging: Opportunities for innovation without legacy systems
- Informal economy integration and formalization strategies
- Climate change adaptation and business continuity planning
- Gender equality and women's entrepreneurship in emerging markets
- Building Innovation Ecosystems: The Role of Hubs, Incubators, and Public Policy in Fostering Tech Entrepreneurship
- AI in Sustainable Development: Measuring Impact and Optimizing Resource Allocation for SDGs

All enquiries and submissions should be sent to Dr. Tea Kasradze at [tea.kasradze@ciu.edu.ge](mailto:tea.kasradze@ciu.edu.ge)

### Important dates

Paper submission: June 30, 2026

First reviews: August 30, 2026

Second review: October 30, 2026

Decision: November 30, 2026

Publication: 2027

### About the Guest Editors



Dr. Tea Kasradze (ORCID 0000-0002-3515-7046) is a Professor and Head of Business Administration Ph.D Program at Caucasus International University, and Associate Professor at Tbilisi State University, holding a Doctorate in Economics. Her research focuses on green finance, corporate social responsibility, SME development, and public financial management. Dr. Kasradze serves on the editorial and reviewer boards of

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## 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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