



## Editorial

Businesses navigate a complex and ever-changing terrain in the contemporary global landscape, marked by the persistent pace of technological evolution, economic trends, and constantly evolving consumer expectations. This challenge is particularly relevant for enterprises in emerging markets, where competition is fierce. Adaptability and innovation become essential for success in this climate. Businesses must accept change as a constant. Keeping up with new technology developments, adapting corporate strategies promptly to economic changes, and developing innovative customer value propositions require staying abreast of technological advancements. Given this background, the articles in this Special Issue—Quality and Firm Performance—align perfectly to cover emerging nations from African, Asian and European contexts.

The leading article by Shora and Shora relates to quality services in hotel industry in the emerging markets of former Soviet states. A service-driven economy, where hospitality is essential, requires businesses to adapt to customer service quality perceptions. The growing diversity of global travelers highlights the need to recognize country-specific hotel service quality perceptions. The paper compares service quality expectations of tourists from former Soviet states and Western countries, revealing subtle differences. This study establishes a foundation for subsequent discourse on how tourists from former Soviet republics and Western countries develop perceptions of service quality that impact their level of satisfaction with hotels. The study emphasizes the need for a nuanced strategy to meet these two traveler groups' expectations. It offers tips on improving hotels' services to attract international customers.

Singhania and Panda in the second article highlight the significance of intellectual capital and the use of intangible assets in business innovations for the measurement of firm performance. They recommend comprehensive accounting system, recognizing Intellectual Capital in India. Since financial statements conceal nearly 90 percent of a company's market value, this study examines the understudied relationship between intellectual capital disclosure and financial performance. The paper shows that improved intellectual capital disclosure boosts market capitalization, investor confidence, and transparency. Relationship capital and structural capital disclosures boost financial performance by highlighting a firm's unique and non-substitutable assets. Still, Human Capital disclosures could hurt performance due to their sensitivity and the risk of competitors poaching key employees. Corporate managers can balance transparency with competitive advantage by strategically selecting annual report content.

In the next article, Khan and Azam explain the changing chatbot research landscape in hospitality and tourism in the face of the industrial revolution and technological advancement. They find that chatbots can help hospitality and tourism businesses identify customer experiences, improve service delivery, and transform operations. Their main contribution is the article's bibliometric analysis of eight years of research in this field. The article lists five major research clusters contextualising chatbots' diverse hospitality and tourism roles. This article relates to the role of culture, customer emotions, and human-machine relations in the future. Service robots and other emerging technologies present challenges and opportunities that need exploration. The list of prolific authors, leading journals, influential articles, and dominant countries is helpful for academics, practitioners, and decision-makers.

Ubuntu, an African ideology, offers hope and wisdom in a rapidly changing global business landscape. In the last article, Longweni and Mdaka examine Ubuntu's profound impact on business research in South Africa, and discuss Ubuntu's origins, descriptions, and business outcomes to illuminate its benefits and drawbacks. Based on compassion, interconnectedness, and ethics, Ubuntu could change business. It fosters collaboration, employee engagement, and belonging, creating a more inclusive and socially responsible corporate culture. Ubuntu has timeless relevance as the world seeks new ethical and inclusive business practices, and its extensive review can inspire managers and researchers. The paper

suggests researching Ubuntu's principles to create a more compassionate and connected business environment.

In the book review section by Rebucas, the review of *Introduction to Global Business: Understanding the International Environment and Global Business Functions* by Gaspar, Kolari, Hise, Bierman, Smith, and Arreola-Risa is beneficial for students and professionals in this complex field. The book makes global business appealing. It tells a global trade story, not just facts and theories. The author's overview of the worldwide marketplace covers globalization, international cultures, legal frameworks, and ethics. The reviewer commends the book's teaching. Chapter openers, learning objectives, summaries, questions, mini-cases, and portfolio projects engage readers. The book addresses global business management challenges in an age of cultural intelligence, ethics, and corporate responsibility. Reviewers say the book shows how multinational companies plan, organize, and run their international operations. Globalization keeps industries and economies changing, making "Introduction to Global Business" relevant.

Each article and the book review presented in this Special Issue collectively shed light on crucial facets concerning the era that demands focus on quality and firm performance in emerging markets. These articles add various facets to these dimensions, emphasizing the need for a nuanced approach that embraces diversity, intellectual capital, organizational trust, and cutting-edge technologies. Quality and firm performance are vital to success, fostering an environment of greater interconnectedness, ethics, and inclusion.

We hope the articles in this issue will be both thought provoking and educational for the scholarly community. With such a diverse collection of materials, while researchers can discover new questions to explore, policymakers and executives will improve consumer information and use practical suggestions to improve their organizations' performance on a strategic and tactical level.

#### *Guest Editors*

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