



Editorial

We are pleased to present this issue of JABEM, which features three interesting articles from three emerging markets of Asia: Indonesia, Sri Lanka, and the Philippines.

In the lead article, Wati, Soma and Ispriyahadi explore how Fear of Missing Out (FOMO) influences the digital payment behavior of millennials across OVO and GoPay digital payment platforms. FOMO is a psychological concept triggered by anxiety, marked by the fear of not participating in enjoyable experiences others have, often arising from the desire for social connection and the fear of being excluded from satisfying moments. The authors use Smart PLS to examine the relationship between electronic satisfaction and loyalty across both platforms. They find a significant positive correlation between OVO and GoPay's millennial demographic. OVO exhibits a slightly stronger impact on electronic loyalty than GoPay, with a lower standard deviation indicating higher consistency. In their analysis, the authors find that both platforms have significant influence, but OVO has a stronger impact. They recommend crafting regulations aligned with current trends to enhance user satisfaction and loyalty for OVO and GoPay. They urge the government to focus on strengthening digital financial literacy through programs aimed at helping the public understand how their digital payment behavior is influenced by psychological factors such as FOMO, thereby enabling more effective and efficient use of digital payment platforms.

In the second article, Jayasiri and Wickramaarachchi explore how green features of buildings impact financial benefits and the building life cycle in Sri Lanka. The International Valuation Standard Council (IVSC) recognizes the pivotal role of green buildings in achieving sustainability goals, leading them to introduce guidance and standards for valuing sustainability features. Sri Lanka embraces green constructions, necessitating valuers to acknowledge and incorporate green features into property valuation. This study examines the perspectives of professional valuers on recognition and the significance of economic benefits associated with green features throughout a building's life cycle and across property types. They collected data through structured questionnaires and analyzed the data using ANOVA and Tukey HSD tests. The authors find that valuers possess a moderate level of awareness and that financial benefits vary across different phases of a building's life cycle. Management, energy, atmosphere, and indoor environmental quality are essential for all property types. Continuous awareness programs are imperative to enhance valuers' understanding and maximize financial benefits.

In the final article, Ortega examines the mediating role of corporate social responsibility between transformational leadership and job performance in the hotel industry in the Philippines. Transformational leadership impacts job performance within organizations, particularly in micro, small, and medium enterprises (MSMEs). Corporate social responsibility is a mediating factor in the relationship between transformational leadership and job performance. Survey data were gathered from MSME hotel employees in the Philippines. A significant positive impact of transformational leadership on job performance and corporate social responsibility was found using partial least squares-structural equations modelling. Moreover, corporate social responsibility positively affects job performance but does not mediate transformational leadership and job performance nexus. Exploring other leadership styles provides a more comprehensive understanding of the dynamics. This study also has implications for managers. Ortega urges to actively promote socially responsible initiatives by integrating corporate social responsibility values into their culture (e.g. replacing disposable plastic water bottles with refillable options). Further, he recommends that leaders actively advocate and engage in responsible practices, such as fostering a balance between work and personal life, to motivate and inspire employees. Given transformational leadership practices' motivational and inspirational impact, organizations can leverage these qualities to foster teamwork and individual capacities. Encouraging a collaborative and innovative

environment, facilitated by transformational leaders, improves team dynamics and enhances individual job performance.

In the book review section, Pasco, reviews the book by Solis entitled *the end of business as usual: rewire the way you work to succeed in the consumer revolution*.

Trust this issue will be worth reading. Please do share your comments.

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