



Editorial

We are pleased to present the special issue of JABEM on *Business in South Africa*, which features three exciting articles from South Africa. These three articles were carefully selected to represent diversity in topic, region, and methodology.

In the lead article, *Basera and Potgieter* aim to establish the influence of internal marketing on employees' organizational commitment towards the small and medium retailing enterprise sector in Zimbabwe. The social exchange theory and the side-bet theory anchored the theoretical foundation of this study. A drop and pick-up survey strategy was used to collect data from retailing personnel. An undisguised structured questionnaire was administered to selected participants and had question items on demographics, internal marketing (rewards, training, internal communication, and empowerment), and organizational commitment. They find that internal marketing variables influence the organizational commitment of SME retail employees. Implications for managers are that proper implementation of internal marketing strategies by retail SME managers can result in higher levels of employee organizational commitment, vital for organizational competitiveness.

In the second article, *Botha and Wiese* argue that South African small, medium, and micro enterprises (SMMEs) feel the pressure of harsh economic conditions and increasing competition. Meanwhile, the country's social media use is growing exponentially. This offers SMMEs the opportunity to transact through Facebook commerce (f-commerce), a low-cost, widely accessible, and potentially profitable sales platform. Utilizing the Technology Acceptance Model as a framework, this study investigates South Africans' perceptions of the ease of use and usefulness of f-commerce and how these perceptions translate into attitudes, intentions, and actual f-commerce use. They collected data from adult Facebook users via an online self-administered survey using convenience and snowball sampling. Structural equation modeling confirms the suitability of the TAM and its proposed relationships, except for the relationship between usefulness and intention. This study contributes to the limited empirical research on f-commerce adoption in a developing country and provides insights for SMMEs to utilize f-commerce as a sales platform.

In the final article, *Mthiyane, Omoruyi and Chinomona* argue that the South African automotive industry is continually under threat of not achieving sustainable supply chain performance. Factors negatively affecting this industry include the low quality of the information shared, inadequate commitment and trust among supply chain participants, and the country's poor economic performance. Their purpose of this study is to analyze the relationship between supplier partnership, quality, information sharing, commitment, trust, and supply chain performance in the South African automotive industry. Data analysis techniques include descriptive and inferential statistics. The results of the research study show positive relationships between the study variables, namely, supplier partnership, quality of information sharing, commitment, trust, and supply chain performance. The quality of information shared among the supplier partners has the most significant impact on the commitment. The authors suggest that continuous improvement of information quality can lead to better synchronization of supply and demand in the automotive supply chain.

In the book review section, Professor Panait reviews the book by Carlo Villante, Sonia Dell'Aversano and Stefano Ranieri entitled *Transition to Sustainable Energy Technologies: Pathways, Sources, Mobility*.

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

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