



Editorial

We are pleased to present the regular special issue of JABEM, which features three exciting articles from three emerging markets of South Africa, Albania and Georgia. These three articles were carefully selected to represent diversity in topic, region, and methodology.

In the lead article, *Longweni* states that without effective problem-solving (EPS) and divergent thinking (DT) and convergent thinking (CT) skills, managers' creative problem-solving process (CPS) may be rendered deficient. Their efforts will not equip them to exploit opportunities or address issues. Since CPS relies on the effective integration of these cognitive strategies, understanding how education shapes their use is vital. By surveying managers in South Africa's agricultural industry, the findings reveal that individuals leverage DT in ways that significantly enhance CT in the pursuit of effective problem solving (EPS). Education is traditionally seen as enhancing thinking and problem-solving. However, this study finds that as education levels rise, the positive interplay between DT and CT diminishes, suggesting that advanced education, while enhancing structured analytical reasoning, may inadvertently suppress flexible, creative thinking. These findings underscore the importance of designing educational and professional development programs that nurture both analytical rigor and cognitive adaptability, ensuring that increased education enhances rather than limits innovative inclination in complex managerial contexts.

In the second article, *Kosta, Busho and Memaj* observe that the circular economy (CE) is becoming increasingly important to scholars and practitioners. To implement circular economy practices, businesses are using other strategies to nudge adoption of the CE model. Investing in innovation is one of them. Innovation is considered a driving force for implementing circular economy practices in business operations. The authors empirically investigate the impact of innovation on the implementation of circular economy practices in the Western Balkans. Their results of the binary logistic regression show that innovation is a driving force of these circular economy practices, including using renewable energy, saving materials, minimizing waste, supply of greener materials, recycling by using materials or waste within the company, and designing products that are easier to maintain, use, or repair. However, innovation does not emerge as a significant predictor of selling residues and waste to another company.

In the final article, *Todua and Bregvadze* conclude that consumer acceptance of agricultural innovation reflects more than the benefits attributed to a product; it also depends on how easily the innovation can be understood, how credible related claims appear, and how much risk consumers associate with it. Using an extended Technology Acceptance Model, they evaluate these four perceptions among adult internet users in Georgia. Usefulness showed the largest positive association, while trust and perceived ease of use also contributed positively, and perceived risk contributed negatively. Education was positively associated with attitude, whereas age was not. The results indicate that market development for innovative agricultural products in Georgia requires simultaneous attention to demonstrable consumer value, credible information, accessible communication, and transparent management of perceived risk.

In the book review section, *Pasco* reviews the book entitled *Case Study Research Design and Methods* by RK Yin.

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

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