



Editorial

It is our pleasure to present the second issue of the *Journal of Academy of Business and Emerging Markets*. It has five excellent articles in the context of India, Japan, the Netherlands, the Philippines, South Africa and Sudan along with a book review.

In the lead article, *Abbadalla and Nakagawa* assess the effect of supply chain innovation (SCI) on firms' adaptability, incorporating the moderating influences of buyer's dependence on its key suppliers and the national culture. Survey data was analyzed using hierarchical multiple regression analysis. The authors confirm the role of SCI as a driver of adaptability in spite of cultural differences. Nevertheless, the findings reveal a moderated moderation effect of buyer's dependence and the individualism-collectivism dimension of culture on the innovation-adaptability relationship. In collectivist societies, buyers' dependence enhanced the impact of SCI on adaptability. However, the innovation impact on adaptability was weakened under conditions of high buyer's dependence in relatively individualistic societies. The findings emphasize the importance of adopting culturally appropriate supplier relationship management. The insights provided by the study are valuable to all firms engaging in inter-organizational relationships that transcend national boundaries, and of greater value to subsidiaries operating in countries characterized by different cultural values than their holding companies. The inclusion of data from a less researched African country, Sudan, enriches the literature and provides relevant knowledge.

In the next article, *Pasco and Lao* examine the role of customer satisfaction management in a call center in the Philippines. Adapting measures from the SERVQUAL model, these authors determine the factors contributing to the quality of the customers' experience with phone support, and their subsequent impact on the repeat purchase of products. Using Ordinal Logistic Regression method, they analyzed respondents representing American customers encountered through Filipino technical support agents in a call center in the Philippines. With ranked ratings, they find that wait time, communication, attitude, product, first call resolution (one call) have significant impacts on the overall customers' experience with the phone support. The quality of overall customers' experience has significant impacts on the likelihood of repeat purchase. Other factors relating to quality customers' experience and repeat purchase among call center customers of other products and services can be investigated to strengthen knowledge and strategy for sustainable call center customer base.

In the next insightful article, *Broeder* compares cultures between the advanced nation of the Netherlands and an emerging market of India. Specifically, he author aims to investigate context in advertisements, with a focus on cultural preferences of online consumers. For this, Hall's context model is used that differentiates between high/low context messages and cultures. In this investigation, context adaptation is created through different types of celebrity-product match endorsements. In an experimental survey, Dutch and Indian female consumers judged two versions of an Instagram advertisement in which a celebrity (Mila Kunis) endorses Nike sports shoes. The static display context version of the advertisement co-presented the celebrity. In the dynamic display context version of the advertisement, she was shown to be actively wearing/running in the sports shoes. The data suggest culturally specific contextual preferences that influence the attitudes and purchase intentions of the two cultural groups. For the Dutch consumers, the product match, the celebrity credibility and the purchase intentions were higher because of the static-context advertisement when compared with the dynamic display context advertisement. However, this was not observed in case of the Indian consumers.

Yet another article in the Philippines, *Mappala and Pasco* explore the role of adoption of the robotic process automation (RPA) in performing tasks efficiently in the field of accountancy. These authors also examine how innovation plays a role to be competitive in today's market. One of the innovations that is gaining popularity is the automation. However, because of its early development, there are limited studies

to predict and analyze RPA in accounting. The purpose of the study is to examine the effects of innovation adoption attributes on the acceptance of users and adoption of RPA in accounting. Using PLS-SEM method, their findings indicate that trialability has significant relationship with RPA adoption. Trialability was also noted as the highest predictor.

In the final article in the emerging market of South Africa, *Litheko and Potgieter* relate the stakeholder's theory to key components of rural tourism development, especially the stakeholders of the community-group. Rural tourism and its sustainable development can complement diverse economic drivers and link various economic sectors while preserving natural resources and local culture. The purpose of this paper was to ascertain a rural African community's notion of tourism development and its relationships with stakeholders in the community-group. Using a questionnaire survey methodology, their findings indicate that the community regards the stakeholders in the community-group as important, as well as the trust and commitment associated with relationship building. The implication for managers is that they should involve the local community and other stakeholders such as educational institutions and local government in the development of tourism for the benefit of the rural community.

In the book review section, *Panait* reviews the book—Palazzo, Maria 2019. Linking cultural dimensions and CSR communication: Emerging research and opportunities. USA: IGI Global.

We do hope you would find this issue useful. As always, your comments are most welcome.

Respectfully,

Dr. Satyendra Singh
Editor-in-Chief, Journal of the Academy of Business and Emerging Markets
Professor, Marketing & International Business
University of Winnipeg, CANADA
<https://www.abem.ca/journal>
s.singh@uwinnipeg.ca