



## Editorial

The guest editors' team wants to thank the opportunity the *Journal of the Academy of Business and Emerging Market* (JABEM) offered us with this special issue—*Culture and COVID*. The nature of this topic and the papers that support it allowed us to interact with scholars from different countries and cultural diversity, which constitutes an experience and knowledge incommensurable. In this special issue of JABEM, five excellent papers from multicultural contexts and diversity are included: Eastern Europe, Western Europe, Asia, the Philippines, Colombia, the Dominican Republic, and Trinidad and Tobago.

In the lead article, *Broeder* evaluates cultural differences caused by individual preferences in uncertainty avoidance in online consumer behavior, assessing the direct effect of culture and the moderated effects of gender and age. An online survey was evaluated based on a regression analysis. Results indicate that countries with the highest uncertainty avoidance are Romania, Japan, and Singapore, and the highest uncertainty tolerant are Russia, Bulgaria, China, and the Dutch. Demographics show women (gender) and Asian and Eastern European (ethnic group) were more uncertainty avoidant. Additionally, older people are more uncertainty avoidant than younger ones. The findings emphasize the importance of utilizing self-categorization to continue analyzing the complexity of cultural diversity for groups and memberships and provide valuable information for decision-makers. The study points to the significance of self-categorization as an indicator of ethnic groups. This type of ethnic identification is related to the commonly used cultural value of uncertainty avoidance.

The next article by *Estrellado, Jimenez and Pasco* analyzes factors that influence online consumers' responses to travel packages and determine levels of association among Filipino Millennial consumers. The data was gathered thru an online survey, and partial square structural equation modeling was used to analyze the data. Findings validate that advertising leads to consumer awareness and that information supply is the primary reason consumers approve of advertising. Also, results showed that consumer awareness leads to consumer perceptions; therefore, high brand awareness could promote positive perceptions among consumers. The article provides important information about factors that can motivate potential consumers to purchase and avail of online travel packages and services.

Switching to COVID, *Camacho, Ramirez and Salazar-Concha* in the next article examine the impact of COVID-19 anxiety and COVID-19 concern on organizational citizenship behavior and the influence of organizational citizenship behavior on corporate citizenship. This study was based on a survey conducted by administering a questionnaire to business owners in the Santander Department in Colombia and was assessed based on an SEM multivariate statistical procedure throughout Partial Least Squares (PLS). Findings are consistent with the idea that COVID-19 concerns positively impact organizational citizenship behavior and the interconnection between organizational citizenship behavior and corporate citizenship. Furthermore, these results confirm organizations' ability to create and exhibit a favorable CC position with high OCBs. In addition, socially responsible businesses build reciprocal ties between employers and workers, inspiring employees to reciprocate with pleasant attitudes and actions toward the enterprise.

In the related fourth article, *Camacho, Rambocas and Banks* evaluate the influence of corporate citizenship on the theory of planned behavior in times of a pandemic, with consumer attitude toward business acting as a moderator. The study investigates consumers' corporate citizenship perceptions of supermarket chains in the Dominican Republic during a pandemic and how those practices influence their planned behavior. The data was obtained thru a survey, and confirmatory factor analysis and multiple regression analysis were applied. Findings significantly link consumers' purchase intentions and behavior to two aspects of corporate citizenship (economic and legal citizenship) and two dimensions of the TPB: subjective norms and perceived behavioral control. Also, the significant relationships between economic citizenship and legal citizenship suggest that consumers' purchase intentions and behavior are enhanced

when supermarkets meet their economic and legal responsibilities. The results show that the more consumers are aware of the supermarkets' corporate citizenship initiatives, the higher their planned purchase behavior. The article contributes to enhancing and extending the understanding of the importance of creating corporate citizenship strategies that can positively influence consumers' planned behavior and improve supermarkets' acceptance.

In the final article, *Doughty and Rambocas* deliver an excellent perspective on how small business owners in Trinidad and Tobago use social media marketing during the pandemic and explore the owners' perceptions of the impact on business performance. Utilizing a qualitative research methodology, the authors uncover a myriad of internal and situational influences that inspired social media marketing efforts amidst the pandemic. The authors propose an innovative theoretical framework that discloses a series of unique encounters that small businesses in a developing small island state confront when implementing and evaluating the usefulness of social media marketing. The study further reveals that several small business owners have very little training and support to formally integrate and assess the effectiveness of social media marketing initiatives on their business operations. The authors also discuss the theoretical and practical implications of the study and provide directions for future research.

In the book review section, *Pasco* reviews the book—Gamble JE, Peteraf PA & Thompson AA 2014. *Essentials of strategic management*. New York, USA: McGraw Hill.

We do hope you will find this Special Issue beneficial. As always, your comments are most welcome.

Respectfully,

*Guest Editors*

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