

# Editorial

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## *Editorial Objective*

*JBM* is a double-blind refereed, authoritative reference addressing working or potential business and management theories/practices as well as the emerging issues of interest to academics and practitioners. The primary editorial objective of the *JBM* is to provide a forum for the dissemination of theory and research in all areas of business, management, and organizational decisions. We invite research articles, comprehensive reviews, and case studies that provide insights into the business phenomena occurring every day. Authors of *JBM* are always encouraged to offer recommendations to readers exemplifying the applicability of their research findings.

## *Research Topics*

In this issue of *JBM*, we have included four research articles. The first article is "Social Media Adoption and National Culture: The Dominant and Nuanced Effect of Individualism-Collectivism," co-authored by Rodney L. Stump and Wen Gong. The second one is "Impact of Neuromarketing Applications on Consumers," reported by Surabhi Singh. The third one is "Growing Pains: Success Strategies for Rural Entrepreneurs to Grow beyond Their Limited Local Markets," examined by David D. Snow. Finally, Helmut Birnleitner presents a study on "Macroeconomic Determinants of FDI Decisions in the Automotive Industry: Theoretical Foundations and Empirical Evidence."

We thank the authors very much for sharing their knowledge through the research projects and the reviewers for taking their precious time to review the articles and offer improvement suggestions to the authors. Special thanks go to Chung Yuan Christian University and National Chengchi University in Taiwan for the administrative support and Western Decision Sciences Institute (WDSI) for the financial support during the past twenty years. A special hearty welcome to International Consortium for Electronic Business (ICEB) for being a partner that makes *JBM* the official publication since starting this issue, Vol. 26, No. 2. As ICEB is celebrating its 20<sup>th</sup> anniversary this December, the release of this first journal issue of ICEB official publication makes the celebration more complete.

Please note that the publication of *JBM* is not sustainable without the institutional partners and the contributing scholars. Also, the views expressed in these articles belong to the authors and neither the editors, editorial board, *JBM*, ICEB in the U.S., National Chengchi University, Chung Yuan Christian University, National Chung Cheng University in Taiwan, nor Tongji University in China. We hope the articles are interesting to read and useful to your future research. On behalf of the Editorial Board, I thank you very much for your continuous support. Finally, we

would like to take this opportunity to wish you all to be safe and healthy under the recent epidemic of coronavirus. We hope the contagion will end soon and we, the people, can get back to our normal living conditions.

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