

# Editorial

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## Editorial Objective

*JBM* is a double-blind refereed journal addressing working or potential business and management theories or practices and 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 daily business phenomena. 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. First, Gary A. Patterson, Wei Guan, and Huijian Dong co-author the first article, entitled “Ethical fund volatility and inconsistency of investor sentiment.” They use 1,397 regionally-based ethical funds from the US, European, and Asia-Pacific markets and globally oriented funds to examine changes in volatility patterns before, during, and after the 2008 global financial crisis. They find that ethical equity funds offer significantly lower downside risk than equity benchmarks before and during the global financial crisis. It is the first study to focus on the volatility patterns of ethical funds across a business cycle while incorporating changes in investor sentiment analyzed from a frequency domain perspective.

The second article is “The role of entrepreneurship education on student entrepreneurial intentions: Mediating effect of attitude, subjective norms, and perceived behavioral control.” Messele Kumilachew Aga and Amanpreet Singh conduct a cross-sectional survey of four universities in Ethiopia (both public and private) with a sample size of 335 regular undergraduate graduating students who had taken entrepreneurship courses. They confirm that the antecedents of entrepreneurial intentions can serve as predictor variables and mediate the relationship between entrepreneurship education and entrepreneurial intentions.

Next, Ronel Simon and Merlin Teodosia Suarez discuss a study “Examining the behavioral intention of Philippine MSMEs toward business intelligence adoption.” The study focuses on understanding the factors affecting the behavioral intention of micro, small, and medium enterprises (MSMEs) in the Philippines towards business

intelligence and analytics (BI&A) systems adoption. It applied Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine the data collected from 202 MSMEs in the manufacturing, wholesale and retail, and services sectors. The research findings revealed that perceived relative advantage, complexity, top management support, competitive pressure, and innovativeness are determinants of behavioral intention to adopt business intelligence. Of these factors, personal innovativeness and relative advantages were identified as the strongest determinants of MSMEs' adoption intention.

In the last and fourth study, AFM Jalal Ahamed and Wen Gong present a study on "What drives high penetration rates of social media? A qualitative comparative analysis across countries." The study examines the drivers of high social media penetration rates (SMP) across countries by considering the concurrent causation of cultural and socio-economic conditions. Ninety-four countries across continents were analyzed using the set-theoretic configurational approach fuzzy set Qualitative Comparative Analysis (fsQCA 3.0). The results reveal that adult literacy is necessary, and four causal combinations for high social media penetration rates were identified.

## **Acknowledgment**

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The publication of *JBM* cannot sustain without the institutional partners and the contributing scholars. Please note that the views expressed in these articles belong to the authors, not the editors, editorial board, *JBM*, ICEB, and CCU. We hope the articles are interesting and beneficial 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 coronavirus epidemic. We hope the COVID-19 contagion ends soon, and we, the people, can get back to our healthy everyday lives.

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Chang's research outcomes have contributed to both theoretical and practice. Based on the research areas, he authored/co-authored over 80 refereed journal articles (e.g., *Information & Management, Decision Support Systems, Journal of Information Systems, Information Systems Management, Communication of AIS, Journal of Global Information Management, Information System Frontiers*) and published ten textbooks.