Editorial

Eldon Y. Li 1, 2*
She-I Chang 1

1 National Chung Cheng University, Chiayi, Taiwan
2 California Polytechnic State University, San Luis Obispo, CA
* Corresponding author, eli@calpoly.edu

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

This issue of *JBM* is the second issue officially published by the College of Management at National Chung Cheng University (CCU-COM) in Chiayi, Taiwan. The International Consortium for Electronic Business (ICEB) had authorized CCU-COM to be the publisher of *JBM* in September 2021. Furthermore, the journal is officially a Gold Open Access journal licensed under Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0).

For this issue of Vol. 28, No. 1, we thank the authors for sharing their knowledge through the research projects and the reviewers for taking their precious time to review the articles and offer constructive suggestions to the authors. In addition, special thanks go to the College of Management at CCU in Taiwan for the administrative support and the ICEB for being a partner to recognize *JBM* as its official publication since the issue of Vol. 26, No. 2 in September 2020.

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.

Reference to this paper should be made as follows: Li, E.Y. & Chang, S.I. (2022). Editorial. *Journal of Business and Management, 28*(1), March, i-iv.
About the Author

Eldon Y. Li, Ph.D.
Chair Professor, Department of Information Management
College of Management, National Chung Cheng University, Chiayi, Taiwan &
Emeritus Professor of MIS, Orfalea College of Business
California Polytechnic State University, San Luis Obispo, CA 73407, USA
E-mail: eli@calpoly.edu

She-I Chang, Ph.D.
Professor and Dean, Accounting and Information Technology
College of Management, National Chung Cheng University, Chiayi, Taiwan
E-mail: actsic@ccu.edu.tw

Eldon Y. Li is Chair Professor at the Department of Information Management in National Chung Cheng University (CCU), Chiayi, Taiwan. He is an Emeritus Professor at Orfalea College of Business in California Polytechnic State University, San Luis Obispo, USA, and a visiting Chair Professor at the Business School in Sichuan University, Chengdu, China. In addition, he was Chair Professor of Marketing at School of Economics and Management in Tongji University, Shanghai, China, Chair Professor of MIS and Director of Ph.D. Program in Business at Chung Yuan Christian University, and University Chair Professor and department chair of the Department of Management Information Systems at the National Chengchi University (NCCU), Taiwan. He holds a bachelor’s degree (1975) in international trade from NCCU and an MSBA degree (1978) in management information systems and a Ph.D. degree (1982) in business administration from Texas Tech University, USA. He has published over 300 papers in electronic business, service innovation, decision systems, human factors in information technology (IT), strategic IT planning, software engineering, total quality management, information management, and business management. His papers have appeared in top journals such as Communications of the ACM, Communications of Association for Information Systems, Computers & Education, Decision Support Systems, Information & Management, Journal of Association for Information Systems, Journal of Management Information Systems, Omega, Research Policy, and Technological Forecasting and Social Change, among others.

She-I Chang is Professor and Dean of the College of Management at National Chung Cheng University, Chiayi, Taiwan. He received his MS and Ph.D. degrees in Computer Science and Information Systems Management from Bond University and Queensland University of Technology (Australia). He is currently the Dean of College of Management & Professor at Department of Accounting and Information Technology, National Chung Cheng University (Taiwan) and Visiting Professor, International Graduate School of Accounting Policy (IGSAP), Tohoku University (Japan). He was involved in more than 40 Ministry of Science and Technology (MOST) funded research projects or supported by other organizations (total over 3 million in US dollars). He has received over 30 awards, including research, teaching, and consulting services. His research interests focus on the business issues, challenges, and benefits realization associated with ERP life cycle-wide implementation, management, and support. He also has an interest in the application of qualitative research methodology. Currently, at CCU, Taiwan, his research has extended around IT/IS governance and enterprise-wide information systems performance management. He also serves as an editor-in-chief for the Journal of Information Communication and Technology Auditing and board members for many international professional organizations, including ISACA Taiwan Chapter, AIS Taiwan Chapter. Professor
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.