

# Editorial: *The Thirtieth Anniversary of JBM*

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## The Thirtieth Anniversary

*The Journal of Business and Management* is a double-blind refereed journal addressing extant or potential business management theories and practices and emergent issues of interest to academics and practitioners. The journal was inaugurated in 1993 by Prof. Franklin Strier and Prof. Burhan Yavas at California State University Dominguez Hills, USA. The publication of this issue marks the 30<sup>th</sup> Anniversary of the journal.

## Editorial Objective

The primary editorial objective of the *JBM* is to provide a forum for disseminating 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 daily business phenomena. Authors of *JBM* are always encouraged to offer recommendations to readers exemplifying the applicability of their research findings.

## Research Articles

In this issue of *JBM*, we have included four research articles. First, C. Christopher Lee, Joley L. Luppi, Tyler Simmons, BaoTram Tran, and Ruoqing Zhang co-author the article "Examining the impacts of ESG on employee retention: a study of generational differences." They examine whether employees' environment, society, and corporate governance (ESG) perceptions impact their intention to stay with the organization during the COVID-19 pandemic. The ESG is divided into environment-related ESG (E-ESG), society-related ESG (S-ESG), and corporate governance-related ESG (G-ESG). They analyze data collected online from 716 respondents and reveal that E-ESG and S-ESG positively and significantly impact employee retention, and the magnitudes vary across different generations. However, the impact of G-ESG on employee retention is not significant.

In the second article, "Search data and geodemographics determinants of the avocado sales in the US markets," Di Wu, Zhenning Xu, and Ji Li study the geodemographic data and search data across multiple metropolitan regions in the US collected by the Hass Avocado Board (HAB) and reveal that income, age, ethnicity, and education significantly correlate with avocado sales. Moreover, the analysis detects a strong growth of avocado consumption over the year and that regions with a younger population tend to have lower avocado sales per capita. They confirm that organic avocado sales are more volatile than conventional avocados due to price, supply and demand, and other relevant issues.

Next, Peter Kwasi Oppong, Wilberforce Owusu-Ansah, and Joseph Owusu present a study, "Customer satisfaction and willingness to pay more: mediating effects of perceived herbal quality and brand trust in Ghana." The study examines responses from 265 customers and confirms that perceived herbal quality partially mediates the link from customer satisfaction to brand trust and willingness to pay more. Likewise, brand trust partially mediates the impact of customer satisfaction and perceived herbal quality on willingness to pay more.

In the last and fourth study, Bernd W. Wirtz and Isabell Balzer present a study on "Social media marketing - a systematic review of quantitative empirical studies." The authors review 355 peer-reviewed quantitative empirical articles in social media marketing and identify gaps for potential research. They review the articles according to key themes, research objective, research perspective, statistical method, and data collection method. They identify four research periods within social media marketing research: (1) the origin of SMM research from 2004 to 2011; (2) the growing interest from 2011 to 2014 with the first developments regarding preferred theories; (3) the underpinning of theories with further research from 2014 to 2016; and (4) the paradigm shift in research from 2016 onward.

## Acknowledgment

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The publication of *JBM* cannot sustain without institutional partners and 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 sincerely thank you for your continuous support. Finally, we would like to take this opportunity to wish you all to be safe and healthy under the sustaining coronavirus epidemic. We hope the COVID-19 contagion ends soon, and we, the people, can get back to a healthy and normal life.

## **About the Author**

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Chang's research outcomes have contributed to both theory 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.