



Editorial

We are pleased to present this issue of JABEM, which features three exciting articles from three emerging markets in Asia and Africa: India, the Philippines, and South Africa. These three articles were carefully selected to represent diversity in topic, region, and methodology.

In the lead article, Khare, Kautish and Khare examine consumer-retailer emotional attachment and interpersonal likeability towards word-of-mouth and, consequently, post-pandemic local store loyalty. They also examined the mediating influence of word-of-mouth and information sharing on emotional attachment, interpersonal likeability, and local store loyalty. They collected data from customers purchasing products from local stores in North-Western India via an online structured questionnaire. A covariance-based structural equation modelling (CB-SEM) for confirmatory factor analysis, mediation, and moderation analysis was used for data analysis. The authors find interesting results. Word-of-mouth was found to act as a partial mediator between interpersonal likeability, consumer-retailer emotional attachment, and local store loyalty. Information sharing was a significant moderator between word-of-mouth and local store loyalty relationships. The authors contribute significantly to knowledge by highlighting the significance of these constructs in the Indian market post-pandemic in the local or small unorganized retail store loyalty context.

In the second article, Bondoc attempts to understand the factors influencing professionals' commitment to suppliers when acquiring pesticide products in urban pest management in the Philippines. He assesses how price, quality, trade credit, and supplier relationships impact commitment to purchasing pesticides. Employing partial least squares structural equation modelling, his findings indicate that when urban pest management professionals decide on pesticide purchases, their decisions are notably influenced by product price, the availability of trade credit, and product quality. Surprisingly, a positive relationship with suppliers does not influence their commitment to purchasing pesticides. These are interesting findings as they may run counterintuitively; however, they may be correct in pest control management. This explains how behavior in emerging markets can vary. Bondoc discusses the variations and offers implications for managers in the Philippines.

In the final article, Longweni and Mdaka examine how operating in an increasingly changing business environment presents modern managers with complex problems that require creative solutions. Their study delves into applying the 16 Habits of Mind (HoM) as a framework to enhance creative problem-solving (CPS) competencies among managers. By conducting an exploratory qualitative research study through semi-structured interviews with 21 managers from different functional areas within the agricultural industry in South Africa, they examine the relevance of these habits when solving business problems. Their findings uncover a nuanced prioritization of these habits, with persisting, learning continuously, and listening with understanding and empathy emerging as top-ranked in management sciences. The authors contribute to the theoretical discourse on managerial skills and effective problem-solving techniques, and provide practical implications for managers' training and development in this context and other emerging markets. They emphasize the necessity of nurturing a diverse range of thinking skills among managers to foster resilience, flexibility, and creativity by innovating in contemporary business.

In the book review section, Singhanian reviews the book by Magliacani & Toscano entitled *Accounting for Cultural Heritage Management: Resilience, Sustainability, and Accountability*.

Trust this issue will be worth reading. Please do share your comments.

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