



Editorial

We are pleased to present this issue of JABEM, which features three exciting articles about Asia and Africa: China, the Middle East, and South Africa. These three articles were carefully selected to represent diversity in topic, region, and methodology.

In the lead article, Athmay, Fantasy, and Rahim examine the relationships among Human Resource Information Systems (HRIS)—transactional, relational, and transformational—and user satisfaction and intention to engage. It also investigates the mediating role of user satisfaction in the relationship between HRIS attributes and intention to engage. They collected data through a questionnaire from various public organizations in the United Arab Emirates (UAE). Using confirmatory factor analysis (CFA) and structured equation modeling (SEM) methods, their results indicate that HRIS attributes positively influence user satisfaction and intention to engage. The paper's originality and value come from its theoretical contribution to literature in the context of the Middle East. They discuss the theoretical and practical implications of these findings.

In the second article, Mdaka and Longweni study the interactions between intrinsic and extrinsic motivations in open-source problem-solving. Using a pilot moderation model, they analyze the combined and interactive effects of these motivations on collaborative crowdsourcing within open-source projects. Their quantitative approach, involving respondents from the Mturk platform, employs structural equation modeling to explore the relationships between motivational types and problem-solving success. Their findings show that intrinsic motivation significantly enhances open-source problem-solving. Conversely, extrinsic motivation has a moderating effect, reducing the positive impact of intrinsic motivation when perceived as controlling. This research contributes to the theoretical understanding of motivation in crowdsourcing, highlighting the complex role of extrinsic rewards in collaborative settings.

In the final article, Forman and Sriram explore US and Chinese consumers' attitudes towards dietary supplements. Dietary supplements are generally exempt from strict governmental regulations, leaving consumers to rely on various information sources to judge the safety and efficacy of these products. Given the differences in the US and Chinese marketplaces concerning government regulation and business responsibility, their study addresses the roles of different information sources for US and Chinese consumers. Their findings reveal that while consumers in both countries rank family/friends and health professionals high (and marketer sources low), US consumers are more apt to trust online sources. While neither American nor Chinese consumers trust regulators to ensure supplement safety, Chinese consumers have lower trust than Americans.

In the book review section, Sriram reviews the book by Albrecht, Green & Hoffman entitled Principles of Marketing.

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

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