EDITORIAL



Dr. Haihong He

In this issue, we are delighted to present six compelling articles exploring a range of business topics. Businesses thrive and flourish through competition, but they also confront significant uncertainties and novel challenges. The business landscape has been profoundly shaped by the COVID-19 pandemic, with technology continuing to play a vital role in this ever-evolving environment. The papers featured in this issue center around marketing, human resource management, accounting, and information systems, providing invaluable perspectives on both the pandemic's influence and the pivotal role of technology in the realm of business. We hope readers will gain valuable insights and practical strategies to foster sustainable growth and achieve a competitive advantage in the business world.

How Covid-19 Changed the Future of Training by Adkins and Carrell

This article examines the profound impact of the COVID-19 pandemic on training methods and practices within the remote work setting. It explores various noteworthy changes and their implications for training, including the evolution of onboarding procedures, the implementation of reimbursement agreements, and the integration of virtual mentoring programs. Furthermore, the article delves into the long-term shifts in training models following the pandemic and emphasizes the importance for organizations to adapt their training approaches to the evolving landscape shaped by the global health crisis.

Digital Transformation of Emerging Market Firms by Li

This article investigates the swift adoption of advanced technologies by historically disadvantaged emerging market firms (EMFs) through an analysis of three Chinese companies. The study examines three forms of international business activities—export, international original equipment manufacturing (OEM), and foreign direct investment—to assess their influence on the "going digital" process of EMFs. The findings reveal that internationalization enhances EMFs' dynamic capabilities in meeting the expectations of discerning customers and ultimately facilitates their transformation when technology-driven opportunities arise.

Competition and Annual Report Readability by Noh and Park

This study sheds light on the dynamic relationship between accounting, often considered the language of business, and the external environment. Through empirical analysis using a substantial dataset covering firm-year observations from 1994 to 2019, the study reveals that product market competition has a negative impact on the readability of annual reports. However, the negative effect is attenuated when firms need external financing. The implications of these findings highlight the importance of considering the external context when interpreting the business performance disclosed in the accounting reports.

Recognizing Underrepresented Ethnic Groups Through Ict: An Exploration of Two-Spirit Websites by Ortiz

This paper explores Two-Spirit websites, important platforms for Indigenous Peoples in North America to express their sexual and gender identity. The analysis reveals four themes: mission, identity, remembrance, and unity, showcasing the close connection between ethnicity and sexuality within the Two-Spirit community. The manuscript acknowledges the efforts of Indigenous Peoples in North America to create websites that celebrate their identity and challenge societal marginalization.

When Little Can Be Enough: Entrepreneurial Bricolage, Innovativeness, and New Venture Performance by Jessri, He, and Avramchuk

This research offers valuable insights into how entrepreneurs in new ventures can effectively utilize their existing resources. The study highlights the positive impact of bricolage on innovativeness, which in turn influences the overall performance of these ventures. By showcasing the link between bricolage, innovativeness, and performance, this research emphasizes the importance of resource optimization in achieving success in a competitive business environment.

Can Managerial Ability Influence the Firm Performance During the Covid-19 Pandemic? by Cao, He, and Zhao

This article examines the association between managerial ability and accounting-based firm performance measures, particularly in the context of the Covid-19 pandemic. The findings indicate that while high managerial ability typically positively influences a firm's operational performance, this positive effect significantly diminished during the Covid period. These results are significant to investors and managers as they highlight the limitations of external business and economic threats on the benefits of effective management. The research sheds light on the impact of unforeseen challenges on the advantages associated with good management practices.

A Value Creation Theory of the Economy – A New Tool for Businesses, the Public, and Policymakers to Understand the Economy by Wendee

This article describes a comprehensive framework that outlines the value creation process, starting with the entrepreneur and extending to the firm, the broader economy, and societal well-being. The paper connects long-standing steps in value creation and prosperity, identifying areas that warrant further exploration. Building upon the theory of value drivers, the value creation theory of the economy establishes a link between financial models and the overall economy, including using the discounted cash flow model. This research offers descriptions of value creation from both financial and economic perspectives.

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