EDITORIAL



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Welcome to the Spring 2022 issue of the ***Business Forum***, a Cabell's listed, peer-reviewed, scholar-practitioner journal, published by the College of Business and Economics at Cal State LA. This journal aims to advance business and educational practices by applying research and theoretical synthesis of information. The *Business Forum* aspires to bring our audiences fresh perspectives on working effectively, organizing efficiently, and pro-actively, rather than reactively, managing the emergent issues in today's increasingly complex business world. The current issue attempts to deliver on these aspirations.

Due to regulations, global competition, technological development, and many other factors, the business environment changes frequently. The ongoing pandemic, local and international conflicts, and ever-increasing natural disasters create a complex environment for business and academia. To meet the challenges of the current environment, organizations need to critically examine today's business practices and explore and build the resilient systems of tomorrow.

The six articles in this issue examine these eclectic issues vexing the current business environment and offer insights and possible solutions. The articles range from literature synthesis of complex adaptive business systems, managing vulnerable food supply chains, preparing students for an ever-changing business environment, to critically examining current business policies and practices.

Howell and Balan explore how analytics as part of a core course for all undergraduate business majors will enhance the learning experience and prepare students for the job market. The article makes a compelling case that business graduates must possess higher-order cognitive skills and the ability to perform complex logic. The authors have designed a framework to embed the requisite industry knowledge in the introductory MIS course.

Cooper and Lee investigate the role of marginal tax rates in indicating the persistence of future earnings and firm value. While most research base firm valuation on optimizing capital structures, this article focuses on marginal tax rates as a predictor of one-year-ahead earnings, providing valuable information for investor decision-making.

Senquiz-Diaz reviews the individual processes and environmental dimensions that lead to radical innovation in a complex adaptive business environment. The article posits that radical innovation strategies are essential for the successful implementation and continuity of business in dealing with uncertain environments and unpredictable conditions. The article provides strategies for managers

to support radical innovation to stimulate internal and external collaborations.

Mendoza finds that many healthcare organizations can convert their accounts receivable into cash to strategically meet short-term cash demands by factoring receivables or pledging them. However, while third-party payers, particularly health insurers, typically drive these organizations to seek receivable financing, they are also one important reason why many banks and other financial institutions opt to stay out of, or at least impose more restrictions on, receivable financing by way of risk management.

Ward, Trusty, and Ward address the issue of employment discrimination based on hairstyle, which has been a workplace problem for many years. Although the authors review hair bias as it relates to Black women in the United States, the implications and recommendations of their study collectively offer guidance for developing employment practices that avoid bias and also create a more inclusive workplace environment.

Orengo Serra, Ortiz Soto, and Senquiz-Diaz explain how distributors and retailers of the food and beverages supply chain (FBSC) coped with a natural catastrophe through innovative strategies to overcome underlying vulnerabilities and risks. The article highlights a need to address the lack of integration in the FBSC. The article points out that collaboration networks are essential to developing a resilient supply chain.

Finally, Blaszczynski reviewed the book Humor, Seriously: Why Humor is A Secret Weapon in Business and Life (2021), written by Jennifer Aaker and Naomi Bagdonas, which "provides an argument for using humor in business along with strategies for introducing levity in the workplace" (Blaszczynski, 2022, p. 68).

We hope you enjoy this issue and would like to thank our contributors and reviewers for sharing their valuable insights.

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Issue Editors