EDITORIAL



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Welcome to the Spring 2021 issue of the ***Business Forum***. The Business Forum is a scholar-practitioner, peer-reviewed journal published by the College of Business and Economics at Cal State LA. Our articles aim to advance business practice through application of research and theoretical synthesis of information relevant to business. This issue is a collection of five works spanning a myriad of business disciplines such as Marketing, Finance, Accounting, Economics and Healthcare.

The first three articles relate to economics, healthcare, and the effects of the COVID-19 pandemic on the economy. The first article, authored by Dr. Carlin Nguyen, Dr. Somak Banerjee and Dr. Jeffrey Anderson, discusses the unprecedented impact of the pandemic on businesses. In their article, the authors use a marketing mix framework to explore how companies have successfully adapted their marketing approaches to drive sales during the pandemic. In addition, the authors use the interview technique to identify the marketing strategies companies have implemented in response to coronavirus. The second article by Asia Lockett-Morse discusses how the coronavirus disease has precipitously affected the United States and global economies, providing information about the pandemic's effects on the economy, key recession indicators, and the long-term impact of a recession. The third article is a study of economic policies for mitigating food insecurity, one of the most fundamental health issues faced by the impoverished communities due to the long-term impact on children growing up in impoverished households. Authored by Dr. Tom Larson, Dr. Paul Ong, Dr. Don Mar, and Dr. James Peoples, this study's finding conclude that SNAP is effective in reducing food insecurity.

This issue's next two articles pertain to economics and accounting. The first study undertakes a cross-country comparison of corporate governance structures in the United States and China, written by Dr. Edward Monsour, Dr. David Hossain, and Dr. David Ly. More specifically, the study examines the commonality and differences between US and Chinese corporate governance structures. Within the domain of accounting, Dr. Marianne James discusses GAAP alternatives for private companies, advancing a framework of strategic considerations for companies looking to adopt U.S. GAAP. Dr. James work draws upon collaborations between the Private Company Council (PCC) and Financial Accounting Standards Board (FASB), exploring recent GAAP alternatives. A discussion of the impact of the COVID-19 pandemic on the GAAP alternatives is also provided.

Finally, pertaining to finance and marketing, Dr. Kurt Stanberry examines startup capital access of women and minority enterprise owners (MWBE), concluding that the United States has

significant work to do if increasing MWBE access to capital is a societal goal.

We hope that you enjoy this issue and thank our contributors and reviewers for their valuable input.

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Issue Editors