
Preface

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Biographical notes: Bahaudin G. Mujtaba is a Professor of Management and Human Resources at Nova Southeastern University's H. Wayne Huizenga School of Business and Entrepreneurship. He is the author or co-author of 17 professional and academic books dealing with diversity, business ethics, leaders, and management. During the past 25 years he has had the pleasure of working with human resource professionals, researchers, and managers in the USA, Brazil, Bahamas, Afghanistan, Pakistan, St. Lucia, Grenada, India, Japan, Thailand, Malaysia, Cambodia, Vietnam, and Jamaica. This diverse exposure has provided him with many insights in ethics, culture, and management from the perspectives of different firms, people groups, and countries.

We are living in times of great challenges and opportunities across the globe. Therefore, there is a need for tremendous efforts in both research as well as practice to effectively deal with the challenges and take advantage of the opportunities in making society a better place for ourselves and the future generations. Leaving our homes, communities, departments, organisations, and society a little better is a given obligation for us all, but especially so for learned scholars and business leaders. This issue of the *Journal for Global Business Advancement (JGBA)* certainly embodies such contributions of both academic research and practical recommendations as we transition through the ups and downs of globalisation, diversity, capitalism, and benchmarking.

In the first paper, Chu V. Nguyen discusses 'Contagion of the US subprime mortgage crisis to emerging and transitional economies: experience and possible lessons', which impacts people of all countries and cultures. The experiences and lessons demonstrate the interdependencies of the modern era and how political leaders must join hands to create long-term solutions that are beneficial to us all across the globe.

Dessy Irawati and Roel Rutten discuss 'The Java automotive industry: between Keiretsu and Learning Region' in the second paper, which offers lessons of interdependency, networking and teamwork that are so essential in today's competitive economies.

The third paper is written by Parves Sultan and Ho Yin Wong, entitled 'The success of born global firms: a conceptual model', where the authors provide a practical model or perspective in thinking and seeing which can help a company become and remain a global giant.

Dwarika Prasad Uniyal has written the fourth paper, entitled 'An experimental study on the role of store benefit and information search by shopper towards in-store communication', which helps consumers and retailers alike in better understanding the perceptions of effective communication from various perspectives.

The fifth paper is written by Muhammad Madi Bin Abdullah and Juan José Tarí, who discuss 'Organisational characteristics and quality improvement: an exploratory investigation'. Three decades ago, some people thought that continuous quality improvement was just another fad or flavour of the decade. But today we all can see how important it is for a competitive workplace and success in a global economy. This paper offers specific learning opportunities that can help organisations create a culture of continuous improvement.

The last paper, entitled 'Employment discrimination and Muslims in the USA', is authored by Frank J. Cavico and yours truly, and offers recommendations and guidelines for the creation of a truly inclusive workplace. Workplace diversity offers many opportunities that can be a great asset and competitive advantage for organisations that accommodate their employees' spiritual practices, while also valuing their thoughts, opinions, and suggestions.

These six papers can help business leaders and scholars to more effectively meet the challenges they face and to proactively take advantage of the opportunities that lie ahead.

As the guest editor for this issue of *JGBA*, I would like to thank all of the authors for their research, time and sharing of such relevant and useful knowledge with our readers. We look forward to your continued support as we search for new, relevant, and timely wisdom for each issue of the journal. Finally, I would like to extend a special thank you to the journal's founder and Editor-in-Chief, Dr. Zafar Ahmed, for his leadership in making this avenue of sharing and learning available to us all. In the end, we should all keep in mind that you make this world a little better or much better by your timely and strategic contributions for us all.