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## Preface

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**Biographical notes:** Demetris Vrontis is the Vice Rector for Faculty and Research and a Professor of Strategic Management at the University of Nicosia, Cyprus. He is the Founder and Editor-in-Chief of the EuroMed Journal of Business, an Associate Editor of the International Marketing Review, an Associate Editor of the Journal of Business Research and a Consulting Editor of the Journal of International Management. He has wide editorial experience and has successfully edited over 60 guest editions in top tier journals. He is the President of the EuroMed Academy of Business, which serves as an important and influential regional academy in the area of business and management, and the Managing Director of Gnosis: Mediterranean Institute for Management Science. He has widely published in about 300 refereed journal papers, 45 books and 60 chapters in books, and has presented papers at over 80 conferences around the globe.

Evangelia Siachou is an Assistant Professor of Human Resource Management at the National and Kapodistrian University of Athens, Greece. She holds a PhD in the field of knowledge management from Athens University of Economics and Business. She has several years of teaching experience. In 2016, she joined the Open University of Cyprus as a tutor and currently serves as the Coordinator of the Managing Organisation Module in the MBA Program. She teaches in the Master of Business Administration (MBA) as well as in the Executive Programs of the Department of Economics of National and Kapodistrian University of Athens. She also teaches at Hellenic Open University. She has twice received the Emerald Literati Award.

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This special issue accommodates empirical research with insights on organisational effectiveness and efficiency. Both of the aspects can be achieved by the proper use of

new technologies and the applicability of novel technological actions, the respect and commitment to ethics at the workplace, as well as the consideration of institutional constructs to organisational tenets. These studies are relevant to the factors affecting entrepreneurial intentions, the effectiveness of sponsorship in the sports industry, as well as the internationalisation of traditional Small-to-Medium Enterprises (SMEs) in Industry 4.0. Further insights are provided by the rest of the studies, which examine the role of perceived trust in governance in promoting the quality of public services, reveal factors shaping ethical behaviours at the workplace of specific geographical areas, and treat institutional constructs as antecedents to entrepreneurial expansion.

The first paper, entitled 'Entrepreneurial networks and their impact on entrepreneurship intentions: perceived desirability and the perceived feasibility as mediators', by Mohammad Ahmad Sumadi, Baker Ahmad Alserhan, Aiya Hadman and Marcos Komodromos, examines the relationship between social networking (i.e., bonding, bridging and linking networks) and entrepreneurial intention by taking the perceived desirability and perceived feasibility as underlying mechanisms. Data from 511 entrepreneurs who graduated from, dropped out of, or did not attend college provide novel insights into the significant positive effect of entrepreneurial networks on entrepreneurial intention when it is mediated by the construct of perceived desirability. At the same time, the study supports potential concerns of entrepreneurs associated with the feasibility of their projects, including, among others, behaviours or actions which may prevent them from starting their business. The study outcomes are found to be stimuli for the unique group of entrepreneurs who are targeted for the study; yet, they shed light on the way the entrepreneurial intention may be shaped in strengthening the perceived desirability and restraining features that impact the perceived feasibility of entrepreneurial actions.

The second paper, entitled 'Online marketing during a global crisis: an exploration of sponsorship's effectiveness over the internet', by Konstantinos Koronios, Lazaros Ntasis, Panagiotis Dimitropoulos and Alkis Thrassou, unveils the impact of online digital technology integration on sport sponsorship. It identifies the antecedent role of sport involvement and beliefs about sponsorship, sincerity, and COVID-19 in purchase intentions by taking both the sponsor awareness and the attitude toward sponsor as intermediate variables. Results from 1182 online responses confirm the substantial impact of the aforementioned antecedents on spectators' awareness, attitudes, and purchasing intentions. The study promotes fundamental mechanisms to fuel inactivity in sport sponsorship, and deals with the periods of uncertainty which followed the global pandemic outbreak. The proposed framework, indicating that purchase intention is strongly influenced by an individual's attitude towards sponsors and their level of awareness about sponsors, provides effective and efficient applications to sport sponsorship worldwide, based on the use of new technologies, the generation of reliable information, and clients' involvement.

The third paper, entitled 'The microfoundations of the innovation-internationalisation nexus: insight from SME manufacturers in Canada', by Hela Chebbi, Majdi Ben Selma, Kamal Bouzinab and Alexie Labouze-Nasica, explores the shift of traditional Small-to-Medium Enterprises (SMEs) to Industry 4.0. Based upon the interdependence between innovation and internationalisation, the study explains the contribution of micro-foundations to fostering this nexus with SMEs. Data (both primary and secondary) derived from five case studies of Canadian SMEs operating in the manufacturing industry support individual, collective, and process dimensions functioning as antecedents to

innovation. The integrative framework, which summarises the study outcomes, classifies individual processes (e.g., quality of training, intellectual capital, managerial experience) and structural aspects (e.g., internal culture of innovation, degree of agility and capacity for change). Such a view generates new insights as well as explanations of the necessity of micro-foundations to approach SMEs' strategies of internationalisation and provides interesting implications for both theory and practice.

The fourth paper, entitled 'Examining the influence of governance on the quality of public services: the moderating effect of trust in government', by Mohammad M. Ta'amneh, Ayman Abu Hija and Abdallah M. Taamneh, examines potential effects of governance rule practices on the perceived quality of public services. At the same time, the authors estimated the interdependence of governance rules on the level of trust in government as the first variable. Data collected from 560 citizens in Jordan confirm that trust in government is a significant antecedent to the citizens' perception towards the service quality and their support in the importance of public organisations to adhere to rules of governance. The study offers a novel insight into the way public organisations ensure qualified services to citizens by setting their trust in governance as an absolute condition to promote public commitment. Despite its geographical limitations, the study outcomes are topical and align with the attempts made by all organisations to ensure citizen-centric public services.

The fifth paper, entitled 'Factors influencing ethical behaviour in the workplace: the case of schools in Kuwait', by Alexandros Antonaras, Hans Rüdiger Kaufmann, Dolores Sanchez Bengoa, Evi Konstantinidou, Chrysi Memtsa and Waleed Zaki Fraij, uncovers the topical issue of ethical conduct within organisations. The study has combined theories and frameworks the extant literature supports and employs a sequential exploratory mixed-methods design to determine antecedents to ethical behaviours. The proposed framework views the themes and the subsequent features of organisational ethical culture, personal ethical tendencies, national culture, and greed as antecedents to ethical behaviour in the context of Arab societies. The study's findings seem to be sound in promoting ethics at the workplace as they underscore the importance of conducting country-specific research, reveal the constructs of greed and cultural elements as 'wasta', and set them as significant predictors of ethical behaviour within specific geographical regions.

The sixth and the last paper of this special issue, entitled 'Examining the impact of intrinsic and extrinsic religiosity on adoption of emerging technologies by entrepreneurs', by Ranjan Chaudhuri, Sheshadri Chatterjee, Demetris Vrontis and Evangelia Siachou, examines various institutional constructs by drawing on the theoretical frameworks of value-attitude-behaviour hierarchy. The study attempts to empirically investigate plausible effects of religion on people's adoption of emerging technologies. By considering the impact of entrepreneurs' intrinsic and extrinsic religiosity on their hedonic and utilitarian attitudes towards adopting emerging technologies, the study offers novel insights into the way entrepreneurial attempts may emerge. Based on the responses of 371 entrepreneurs in India and the demographic characteristics of entrepreneurs' age, gender and education, the study supports the significant and positive impact of entrepreneurs' intrinsic and extrinsic religiosity on their attitudes as well as on the subsequent adoption of emerging technologies for their entrepreneurial activities. The study introduces a theoretical mechanism that transforms religious beliefs into practicalities and feelings of utility and hedonic aspects that impact entrepreneurs' intention to adopt emerging technology.

We hope that this special issue advances our understanding of how novel constructs may achieve organisational effectiveness and efficiency. Future research may further consider the impact of technological functions and the use of new technologies on the advancement of relatively unexplored contexts, investigate plausible effects of traditional institutions on various organisational contexts as well as reconsider what might shape ethical behaviours in various underexplored workplaces.