

# Editor's Introduction to Volume 3, Issue 2 of Expert Journal of Business and Management

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The second issue of the third volume of *Expert Journal of Business and Management* presents very interesting theoretical and empirical analyses that investigate business and managements issues from different geographical frameworks and valuable global applications. Further, I present a short description of each article published in *Expert Journal of Business and Management*, vol. 3, issue 2.

Prinsloo, Walker, Botha, Bruwer, and Smit, in their study '*The Influence of Combined Assurance Initiatives on the Efficiency of Risk Management in Retail Small and Very Small Enterprises in Bellville, South Africa*' explore the economic and financial strains SMMEs in South Africa experience and the adequate risk management strategies that are deemed necessary for these entities. Based on their primary research on a panel of managers from South Africa, the authors have identified the major risks that pose threats for the operations of SMMEs, such as theft and losses, competitive business environments, limited financial resources, weak liquidity levels and weak profitability levels, among others. This paper showcase an intriguing point of view of the South African business environment.

In the article entitled '*LEAN Tools in the IT Sector*', Zoltán Vajna addresses the research question on how these tools, that have proven their efficiency in production management, can be adapted to increase the efficiency of IT processes. After exploring the possibilities of implementing the LEAN tools in IT management, the authors also applied a questionnaire aimed at discovering the opinions of managers in relation to 'LEAN-ifying IT'.

In their article '*Competence Utilization for Innovation Capabilities – A Question of Trust?*', Bolzern-Konrad, Egger, and Šumilo, propose interesting research premises that combine trust, from the standpoint of the organizational values, with employee competence utilization, and trust with innovation, from the perspective of competency. To examine these research questions, the authors employ two empirical studies using data from German and Austrian mid-sized companies. Their findings show that all elements of trust show a significant correlation to employee competence utilization. Moreover, in both studies of the paper, different items of trust displayed a positive correlation with innovation indicators.

Besong Besong provides a theoretical perspective of stress and time in his paper entitled '*Stress and Time Management Settings in University of Maroua, Cameroon*'. Effective time management and absence of stress are two social objectives that are of immense interest to organizational managers. The author recommends courses of action through which management can avoid time waste and methods to minimize stress. Moreover, the paper also sheds light on the prospects of a healthy work environment and their positive outcomes on any organization's bottom line.

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Nyerki, Lippert, Nyerki, E. Jr, in their paper '*Producing Just Papers or Creating Added Value? Snap-Shot about Quality Systems at Hungarian SMEs*', they tackle certification of quality management systems in small and middle sized companies, by exploring the responses of 50 managers from Hungary. Their study has showed that there is a notable gap between written procedures and the daily operations of companies. Furthermore, based on their findings, the authors propose different management practices so that the quality management systems can be implemented and sustained in daily operations.

Ibarra Morales, Velázquez, Partida, and Franco wrote and published a research paper, entitled '*Quality Service and its Relation with Global Satisfaction in Fast Food Consumers. A Case Study*', which examines the concepts of quality service and customer satisfaction. More specifically, in this study, the authors undergo a comprehensive analysis of quality service for fast food in Mexico, by using the Service Performance (Servperf) as a model to examine consumer satisfaction on a qualitative sample of Burger King's customers. For their empirical analysis, the authors use various methods of validation of the main relationship and research question of their study.

Philipp, in his article '*Are Housing Markets Decoupled? A Case Study of Residential Real Estate Affordability in Austria*', explores two main research questions: (i) the impact of changes in net household incomes in comparison with the changes in real estate prices in Austria, and (ii) the impact of changes in the base interest rate on the affordability of real estate in relation to the household income. Philipp's comprehensive and innovative research led to various interesting results related to the prices for dwellings and house affordability.

Jasanta Peranganing's paper, '*A Conceptual Mapping Resource Advantage Theory, Competitive Advantage Theory, and Transient Competitive Advantage*', approaches various theories that are meant to explain important strategies in organizations that need to pursue innovation in order to remain competitive in a fierce business environment. The theoretical framework created in this article is comprehensive and opens the discussion of the importance of human development supported by dynamic resources.

Akpan and Ayandele explored two main topics of organizational management, namely safety and security management and control, in their paper entitled '*Remodeling Strategic Staff Safety and Security Risks Management in Nigerian Tertiary Institutions*'. Their results showed a positive relationship between the funding of security management and workers' performance. Most importantly, their study offers practical suggestions for implementation in higher education institutions in order to assure a safe environment for staff in distress working situations.

Alexander Stelzer extends the management literature related to organizations in his article '*Global Leadership and Organizational Change from Past to Now*'. He explores the concept of organizational theory from the point of view of classical approaches, behavioral approaches, and situational approaches. The author also proposes a differentiation between firms and educational organizations, based on their distinct ways of operation.

Majdi A. Quttainah's paper '*Upper Echelon Theory: Role of Community and Strategy*' examines an intriguing research question related to the impact of community on framing the cognitions of CEOs and top executive. Furthermore, the author extends his study by exploring the ways in which an organization can overcome the boundaries associated with its location and the ways in which it can adapt to grow both domestically and internationally. This original study offers theory-backed propositions that add to current knowledge on upper echelon theory and its relation to community's impact on decision-making for managers.

The article '*The Impact of SOX Adoption on the Compensation of Non-US Companies' Boards: The Case of Canadian Companies*', authored by Nadejda Serdiuc and Hanen Khemakhem, provides an empirical analysis of 17 Canadian companies listed on US stock exchanges as it examines the existence of a relationship between the adoption of SOX and the board of directors' rise of cash compensation. Their ANCOVA-related findings also highlight different effects of the SOX according to the size of the companies sampled for this research.

Rosalina Jaime Meuly's paper ('Supplier Analysis of the IMMEX in Sonora') provides an interesting read on the factors that prevent local suppliers, from Sonora, Mexico, in playing a bigger part at a local business and in offering their services to international companies. By approaching notable and appropriate literature sources related to different supply models, the author explores in detail the advantages and disadvantages of local supplies and their opportunity to further development. Also, this study also offers perspectives and recommendations for local government to monitor and sustain the activities of local suppliers.

In '*Human Resource Management's Marketing Approach and Its Contribution Towards Employee-Satisfaction*', Minder and Balina discuss employer attractiveness for acquiring and retaining top talent, by pursuing a marketing approach in achieving employee satisfaction. The empirical analysis of the quantitative research involves causal modelling and triangulation, as well as exhaustive explanations of the results and potential implications. Their findings exhibit a direct relationship between an HRM from a marketing perspective and employee satisfaction. Moreover, their analysis also highlights the importance of this approach in relation to a company's brand awareness on the labor market and to the attractiveness of an organization for potential employees.

Athanasios Vasilopoulos's article entitled '*Linear and Non-Linear Regression: Powerful and Very Important Forecasting Methods*' presents comprehensive analyses of four types of regression (linear model, exponential model, power model, quadratic model) which are examined through manual calculations and MINITAB compilations. His detailed input offers other researchers valuable insights on how to choose the most appropriate model in terms of 'best-fit' for a widely popular forecasting technique.

## **A Final Thought**

On behalf of the *Expert Journal of Business and Management* Editorial Board, I would like to thank our Authors for publishing their valuable research with us, our Reviewers for their incredible work ethic and commitment, and our Readers for advancing and disseminating the work we publish in their future articles!

