



# Global Business and Economic Perspectives

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**Dal Didia, Editor**

College of Business  
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Jackson, Mississippi, USA



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## **Message from the Dean**

It is with great pleasure and excitement that I introduce the inaugural issue of Global Business and Economic Perspectives (GBEP), a scholarly journal of the College of Business at Jackson State University. The launch of GBEP represents an important milestone for our college and reflects our enduring commitment to rigorous scholarship, interdisciplinary inquiry, and global engagement in business and economic thought. As an open-access, double-blind, peer-reviewed journal, GBEP is designed to serve as a platform where high-quality research and informed practice intersect to address different perspectives on challenges and opportunities facing economies worldwide.

Global Business and Economic Perspectives is intentionally broad in scope and inclusive in purpose. The journal welcomes contributions that span traditional and non-traditional business disciplines. At a time when business decisions are increasingly shaped by global dynamics, technological disruption, economic inequality, sustainability concerns, and shifting labor market demographics, GBEP seeks to foster meaningful dialogue among scholars, practitioners, and thought leaders. We aim to publish innovative research, thought-provoking analysis, and practical insights that inform business practice, enrich pedagogy, and advance economic understanding.

As a publication of the AACSB-accredited College of Business at Jackson State University, classified as a Doctoral University with High Research Activity, GBEP embodies our institutional mission to generate knowledge with impact. This journal stands as both an invitation and a responsibility. We are pleased to present this inaugural issue and look forward to the contributions that will shape the journal's future and expand its influence across disciplines and borders.

**Nicholas J. Hill, Ph.D.**

Dean, College of Business  
Jackson State University, USA

## From the Editor's Desk

It is with immense pride and heartfelt enthusiasm that I present to you the maiden issue (volume 1, number 1) of *Global Business and Economic Perspectives (GBEP)*. This publication marks the beginning of what we envision to be a vibrant intellectual and creative platform – one that reflects diverse voices and scholarly pursuits. The journey to this inaugural issue has been in the making since 2021, when the idea of floating the journal was first discussed. It has been a long and rewarding journey made possible by the contributions of dedicated faculty and staff in the College of Business.

First, a heartfelt appreciation goes to the Dean of the College of Business, Dr. Nicholas Hill, who has encouraged and offered to support the journal. Staff members and editorial assistants Monica Williams and Deborah Haymon have assisted with the journal since its inception. Their support and dedication have contributed immensely to the publication of this maiden issue. Dr. Fidelis Ikem, a former dean of the College of Business who encouraged and supported the establishment of the journal, is also appreciated.

Faculty members in the College of Business have helped to make this dream a reality. Not only did they encourage me to pursue this effort, but some of them have served as manuscript reviewers. Many thanks to my editorial coordinators, Ms. Lori Liddell, Dr. Sadia Khan, and Dr. Kristy Williams, for their assistance. Immense gratitude is owed to Dr. Kristy Williams, who has been a designer, cataloger, and formatter in making this project a reality. Mr. Earl Yarbrough, a graduate student in the College of Business, is greatly appreciated for his assistance with soliciting manuscripts. The contribution of Dr. Nizar Alsharari and Dr. Sharon Simmons, who assisted me as associate editors earlier in the process, is hereby acknowledged. Both scholars remain on the editorial board. The dedication of my associate editor, Dr. Young Sik Cho, who continues to serve diligently even after he left the College of Business, is also appreciated. Without the selfless efforts of our manuscript reviewers, who constitute the backbone of any academic journal, this maiden publication would not have been possible. They are deeply appreciated.

The contribution of the Information Technology Department at Jackson State University in building the journal's website is hereby acknowledged. We launch this maiden issue with hope and ambition, envisioning the journal growing into a respected forum for dialogue, discovery, and creativity. We look forward to your engagement, feedback, and future contributions as we build upon this foundation.

For more information on the journal, please visit [www.jsums.edu/gber](http://www.jsums.edu/gber).

Once again, many thanks to everyone who contributed to making the maiden issue of the *Global Business and Economic Perspectives* a reality. Cheers.

Dr. Dal Didia, Editor

***Global Business and Economic Perspectives*** ([www.jsums.edu/gber](http://www.jsums.edu/gber))

## About the Journal

Global Business and Economic Perspectives (**GBEP**) invites manuscripts for publication from academia and professionals. **GBEP** is a semi-annual, peer-reviewed, open-access academic journal published in the United States of America. The journal seeks manuscripts for publication which cover the broad spectrum of business and economic activities and appeal to more than a single business discipline. This journal aims to foster meaningful dialogue between scholars, practitioners, and thought leaders in the field of business. Our goal is to publish cutting-edge research, thought-provoking articles, and practical solutions that will shape the future of business practice and education. Authors are encouraged to give special attention to communicating across a wide range of interests and specializations. Clarity of expression is preferred over extensive professional jargon.

We invite you to join us on this journey of discovery, innovation, and collaboration as we explore the most pressing issues and opportunities in business today. We look forward to your contributions and continued support in making this journal a valuable resource for our global community.

### Scope and Focus

GBEP publishes original research and applied scholarships across a broad range of business and economic domains, including but not limited to:

- Business Analytics and Data-Driven Decision Making
- Accounting, Finance, and Financial Inclusion
- Management, Strategy, and Organizational Behavior
- Entrepreneurship, Innovation, and Small Business Development
- Global Business, Trade, and Economic Policy
- Technology, Artificial Intelligence, and Digital Transformation
- Marketing Strategy, Consumer Behavior, and Market Analytics
- Supply Chain Management, Logistics, and Operations

Manuscripts that bridge theory and practice, incorporate real-world data, or examine challenges facing underrepresented, emerging, or global economies are particularly encouraged.

### Commitment to Scholarly Impact and Engagement

GBEP supports AACSB's emphasis on impactful scholarship by prioritizing research that advances business knowledge and informs managerial and policy decisions.

### Review Process and Access

All manuscripts submitted to GBEP undergo a double-blind peer review process to ensure originality, methodological rigor, clarity, and relevance. GBEP is committed to providing broad public access to published research. Please visit the journal's website - <https://www.jsums.edu/gber/> - for manuscript structure and submission guidelines.

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