

EDITORIAL PREFACE

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This first issue of Jurnal Bisnis dan Kewirausahaan (Journal of Business and Entrepreneurship) in 2021 comprises seven articles from multi-country authors (Indonesia, Nigeria, Iran, Pakistan, Tunisia). The first article, “Analysis of Marketing Mix (8P) and Customer Satisfaction for Brand Awareness in Santika Hotel Jabodetabek Area” by Sofiani from Universitas Bunda Mulia in Jakarta, observes that more research is needed to understand how product, price, place, promotion, people, physical evidence, productivity and quality, processes to measure brand awareness of a hotel.

The next paper authored by Ademola Samuel Sajuyigbe, Anthony Abiodun Eniola, Adebunji Ayeni, and Dauda Adewale Oladejo from Nigeria introduces the influence of financial inclusion, social inclusion, entrepreneurial orientation, and networking skills strategies on women-owned SMEs’ performance. They also observe that that capacity building of women entrepreneurs in SMEs through skills in financing, culture re-orientation, risk-taking, and networking are strong predictors of women-owned SMEs’ performance.

The third article, “Effect of Corporate Restructuring on Employee Morale: Evidence from Airtel Nigeria Limited” by James Nwoye Obi, Ademola Samuel Sajuyigbe, and Fred Ojochide Peter deals with corporate reorganization. They use the responses of 380 participants from Airtel Nigeria Limited In Lagos, Nigeria, for data analysis. The study results show that corporate restructuring enables a company to adapt to new changes in processes and structures and to keep abreast of new trends and new developments in the industry. They also note that with the passage of time, methods and practices in the industries become obsolete, calling for a firm to restructure to enable it to deliver its products and services at the cutting age of modern technology.

In the fourth article, Afisat Abolore Ayorinde, Mercy Modupe Adeyeye, Ademola Samuel Sajuyigbe, and Praise Oluwatoyin Omoshagba introduce and discuss the role of corporate venturing on organizational growth of consumer goods manufacturing firms listed in the Nigerian Stock Exchange. They found that there is a positive correlation between internal corporate venturing, external corporate venturing, cooperative corporate venturing, and organizational growth. Additionally, the authors observe that manufacturing companies should invest judiciously on the corporate venturing which will go a long way for the sector to take a leading position in economic activities.

In the fifth article, Seyed Javad Mousavian and Hila Abbasi reflect on main findings of the ‘Factors Influencing Mobile Banking Adoption in Iranian Clients.’ They raise the research question, which factors can affect the adoption of mobile banking in Iran.

Uzair Abdullah Khan, Uzma Ali, and Khalil Ahmed Channa refer in their article to the perspective of a developing country. They discuss whether corporate social responsibility has an influence on employees’ work motivation and to which extent the McClelland’s framework of motivation would force an individual to be more efficient and accurate in their working environment. Methodically, the authors base the analysis on 10 in-depth interviews that were carried out in the period of five months. The authors formulate the hypotheses that external factors of public relations, government regulation, brand image, and tax benefits are the main drivers behind organizational CSR.

In the last article of this issue, Salim Morched and Anis Jarboui raise the research question, whether entrepreneurship can dictate the profitability growth of a firm. A couple of problems in this context is whether high-performing businesses share any common characteristics that distinguish them from low-performing ones and the policy measurement to stimulate business development.

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