

EDITORIAL

Advancing Global Management Knowledge: promoting Indigenous Scholarship from Africa and Asia.

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Abstract

This inaugural issue of Management Research Quarterly features a collection of research articles that delve into the complex dynamics of business practices across diverse sectors. It highlights how businesses in various global contexts, particularly in Africa and Asia, navigate complex institutional frameworks, innovation cultures, and familial value systems. The issue emphasizes the importance of indigenous scholarship and its role in challenging and expanding global management knowledge beyond dominant Western paradigms. Articles explore themes ranging from Total Quality Management in healthcare to the impact of familial values on business practices, showcasing the rich diversity of management research and its practical implications.

KEYWORDS

Global management knowledge, Indigenous scholarship, Institutional frameworks, Innovation cultures, Family values in business, Total Quality Management (TQM), Cross-cultural management, Engaged scholarship

Welcome to this first issue of Management Research Quarterly. This issue brings together a diverse set of research articles that explore the intricate dynamics of business practices across various sectors, offering profound insights into how contemporary businesses navigate the complexities of institutional frameworks, innovation cultures, and familial value systems in their operational environments.

To advance global management knowledge, our journal actively promotes indigenous scholarship, particularly from regions like Africa and Asia. The significance of such research lies in its ability to produce context-rich insights that challenge and enhance universally accepted theories and practices, which are predominantly shaped by Western perspectives (Van de Ven et al. 2018).

For examples from Asia, the first article of this issue from Manel Guechtouli and Beinn Purvis delves into the role of social media as an alternative information-sharing tool within the industrial setting of the Chinese automotive industry. Guechtouli and Purvis' research emphasizes how disruptions in traditional enterprise resource planning (ERP) systems can catalyze the adoption of informal platforms like WeChat, reshaping information systems processes significantly (Guechtouli and

Purvis 2024). Following this first article, Johnny Wang provides a nuanced view of selective coupling in hybrid organizations, through his study on the post-implementation phase of ERP systems within a Chinese subsidiary of a German industrial group. Wang's findings highlight the interplay between different institutional logics and their practical implications on ERP implementations, offering insights that are vital for international organizations managing cross-border operations (Wang 2024).

Indigenous research in Africa offers unique opportunities to explore diverse cultural, social, and organizational contexts often underrepresented in mainstream academic literature (Jackson 2013). As highlighted by scholars such as Tsui (2004) and (Nkomo (2011)), engaging with local phenomena through indigenous perspectives helps to counterbalance the dominance of Western methodologies and theories, which may not fully capture the intricacies of non-Western environments. Furthermore, the inclusion of African scholarship aligns with the broader academic movement toward decolonizing knowledge (Smith 1999). This movement acknowledges the rich intellectual traditions and insights that various cultures around the world, including those in Africa, bring to the table. By integrating these perspectives, we enhance the plurality and depth of management research, making it more reflective of and applicable to a global audience. Engaging with African indigenous

research also resonates with the principles of engaged scholarship as advocated by Van de Ven (2007). In line with the principles of collective research (Beaulieu et al. 2024), this approach emphasizes collaboration between academics and local communities to produce knowledge that is not only academically rigorous but also socially and practically relevant. In contexts like Africa, where many countries are rapidly developing and undergoing significant organizational and societal changes, engaged scholarship can yield transformative insights for both theory and practice.

Examples of such attempts are the third article from Ebenezer Prince Arhin and Collins Cobblah, which focuses on Total Quality Management (TQM) in Ghanaian healthcare, exploring how TQM practices influence customer satisfaction through innovative employee behavior, with employee empowerment playing a moderating role. This research contributes to our understanding of TQM in healthcare and highlights the importance of employee involvement in quality initiatives (Arhin and Cobblah 2024). The fourth article from Faith Setor Quashigah and Joshua Amuzu examines millennial turnover intentions within the African banking sector, identifying how millennial-specific characteristics and the organizational culture of innovation impact retention. Their study underscores the need for firms to effectively cultivate environments that harness millennial employees' potential (Quashigah and Amuzu 2024).

While these two articles are still based on Western theories and methodologies, supporting indigenous scholarship from Africa and Asia will enhance local academic capacity, thus fostering a generation of scholars who can contribute authentically to global discussions from their rich local standpoints. This is crucial for cultivating a balanced global understanding of management and organizational practices, which respects and incorporates different cultural logics and practices (Van de Ven and Jing 2012). In line with the engaged management scholarship movement, we suggest more studies adopting a practice-based stance (Lissillour et al. 2023), thus contributing to the current practice turn in management studies (Lissillour and Silva 2024).

In summary, even if MRQ is a European journal, it is not European-centric and is engaged in promoting the research of local scholars from Africa, Asia, and underrepresented regions, thus enriching our understanding of global management issues. This effort diversifies academic discourse, contributes to the decolonization of management knowledge (Boussebaa 2024), and supports the development of relevant, impactful theories and practices that reflect the true diversity of global organizational environments. This endeavor not only aligns with our journal's commitment to inclusivity and diversity but also strengthens its academic and social impact on a global scale.

These articles from this first issue paint a broad picture of how businesses adapt to and shape their complex environments through innovative practices, institutional adjustments, and value-based strategies. Each piece contributes uniquely to our understanding of business management and offers practical guidance for navigating the often-turbulent waters of modern business practices. We hope this issue provokes thought, inspires further research, and serves as a beacon

for practitioners aiming to refine their strategic approaches in similarly complex environments.

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CONFLICT OF INTEREST

The authors declare no potential conflict of interests.

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SUPPORTING INFORMATION

Additional supporting information may be found in the online version of the article at the publisher's website.

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