

Editorial for IJBAS Vol. 7 No. 1

The papers presented in this issue of the *International Journal of Business & Applied Sciences (IJBAS)* reflect the results of excellent scholarship in a diverse array of topics related to business and applied sciences. Articles in this issue of the Journal focus on influence of sustainable development and competitiveness on place loyalty of residents from a Vietnamese context; multicultural diversity in the corporate public relations industry in Brazil; Volkswagen and the outcome of its moral hazard scandal; and business youth organizations and their role in the United Nations 17 SDGs.

The *IJBAS* continues to attract high quality scholarly works that are not only cross-disciplinary and offer important practical and theoretical implications, but add significant dimensions of international perspectives. This issue of the Journal features four scholarly papers and a book review.

The first paper is by Huong L. Nguyen, Huan Q. Ngo, and Quan H.M, “The impact of sustainable development and competitiveness on loyalty: An empirical examination in Vietnam.” The authors conclude that competitiveness and sustainable development have a positive impact on place loyalty of Vietnamese resident. The results also suggest that demographic characteristics affect the impact of competitiveness and sustainable development on loyalty. While the impact of competitiveness on loyalty is high among males, youth, and high-income groups, the impact of sustainable development on loyalty is high among females, young and low-income groups. One implication of the finding is that local authorities can build place loyalty by promoting competitiveness and sustainable development and creating specialized policies to specific resident groups.

The second paper by Jamila A. Cupid and Barbara B. Hines entitled “Black Consciousness and Multicultural Diversity in a Brazilian Public Relations Agency” focuses on whether and how the corporate public relations industry in Brazil is incorporating multicultural diversity. The authors interviewed Afro-Brazilian practitioners and White Brazilian senior executives and found some evidence of discrimination as well as the notion and practice of inclusion of all practitioners, regardless of race and ethnicity. They further build a case for diversity and inclusion suggesting that the agencies need to set objectives on how to combat racial discrimination internally and externally among their clients in order to attract and maintain diversity in their companies and the industry. The authors also suggest that multicultural practitioners bring with them cultural insight, through their cultural background, experiences, knowledge, identity and opinions and encourage agencies and organizations to hire and promote multicultural practitioners.

The third article is by Shani D. Carter, Donald Crooks, Ian Wise, and Spencer Beyer, “Volkswagen - The Failure of Perfection and Moral Hazard: What Price Victory.” This paper provides a detailed description of aspects of moral hazard theory and apply the theory to Volkswagen employee behaviors. The authors also report Volkswagen’s financial performance for the three years prior to and one year subsequent to the scandal, disclosure of the emissions cheating. Some of their recommendations for managers include creating a safe space for employees to question authority without fear of retribution and losing status as ingroup members; structuring compensation programs which reward the process of producing work, not just company revenue and profit; and making decision transparently and sharing detailed meeting minutes company-wide to the extent possible.

The final article is contributed by George L. De Feis entitled “Youth Groups Needed to Achieve the United Nations 17 Sustainable Development Goals (SDGs). This article presents an overview of

existing business youth organizations, their work towards the United Nations 17 SDGs, and proposes a concept for a new organization called “Business Youth for Sustainable Development (BY4SD)”. The author argues that the establishment of BY4SD can accelerate the UN’s achievement of its 17 sustainable development goals.

To conclude, I hope you will find these articles and book review presented in this issue interesting and worthwhile. I would like to take this opportunity to thank all those who submitted manuscripts for this issue. I also thank all the reviewers for providing insightful and constructive feedback to authors.

I hope you will consider submitting your works to *IJBAS* in the future.

Sincerely,

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