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Gouher Ahmed

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EDITORIAL

The 19th volume of Skyline Business Journal consists of five papers and covers the areas of CSR, entrepreneurship, knowledge management, and marketing. The first paper by Paola Irene Mayorga-Salamanca on 'Corporate social responsibility and its relationship with the organizational performance of manufacturing companies in Guadalajara, Mexico', explored the relationship between CSR and organizational performance (OD) in manufacturing SMEs in the Guadalajara Metropolitan by considering dimensions such as philanthropy, value creation, organizational identity, organizational image, product quality and image, market share, customer satisfaction, and personal satisfaction, as well as productivity, profitability, and efficiency. Manufacturing SMEs samples are taken from agribusiness, footwear, rubber, metal mechanics, and furniture, and measured through 87 indicators, applied the Structural Equation Modelling (SEM) and found a positive and significant relationship between the implementation of CSR and the organizational performance of manufacturing SMEs.

The United Arab Emirates is #1, according to the Global Entrepreneurship Monitor (GEM 2022), thanks to UAE Government and leadership. The second paper by Brandt et al., on 'Does Environment Influence Entrepreneurship?—Empirical Evidence from Aspiring Emirati Women Entrepreneurs in United Arab Emirates', aimed to identify the variables that would influence women to become entrepreneurs in the United Arab Emirates. The authors, through the 150 aspiring Emirati women entrepreneurs, applied the Structural Equation Modelling (SEM) approach, and their result suggests that all identified variables, namely, cultural, social, demographic, and environmental, were found to have an impact on women's entrepreneurship, and the environmental variable was found to have the most significant impact on women's decision to become entrepreneurs in the UAE. It is imperative to state that the UAE business environment and culture have a profound impact on women's entrepreneurship, and their results have significant impact and implications for the UAE business and social environment, as more women are willing to contribute to UAE economic growth through embracing entrepreneurship and becoming entrepreneurs.

In the third paper by Sánchez-Gutiérrez and González-Uribe on 'Critical factors of knowledge management to boost the competitiveness of SMEs: The case of automotive parts industry in Guadalajara, Mexico'. Through knowledge management, organizations encourage individuals to develop in their work by contributing ideas and, simultaneously, avoid "knowledge leakage" when people leave the organization. Thus, the study by Sánchez-Gutiérrez and González-Uribe examines the relationship between knowledge management and the level of competitiveness of manufacturing SMEs in the automotive parts industry in the metropolitan area of Guadalajara. Their results show that knowledge management increases the competitiveness of SMEs in the automotive parts industry.

In the fourth paper by Al Nuaimi et al., on 'Impact of Service Quality and Service Performance on Customer Satisfaction towards Abu Dhabi Police Department: Moderating Role of Government Performance', the study is based on 384 samples and concerned with the public satisfaction of the government sector's performance in the United Arab Emirates. It aims to examine the relationship between service quality and service performance and its impact on customer satisfaction, as well as investigate the moderating role of government performance in the relationship between service quality and service performance with customer satisfaction. Al Nuaimi et al.'s findings show that the moderating role of government performance between service performance, service quality, and customer satisfaction is significant. Their study has a unique model that contributes to the body of knowledge and literature and has practical and theoretical implications for enhancing the body of knowledge and practice.

The fifth paper by Rodríguez et al., on 'The Role of ProFem Advertising Strategies in the Construction of New Identity', aims to examine a Mexican brand's advertising campaign to explain the role of femvertising and menvertising strategies in modifying traditional stereotypes and constructing new masculine and feminine identities. A content analysis methodology is used by the authors based on the principles of femvertising proposed by Becker-Herby and adapted by Pando-Canteli & Rodríguez to analyze menvertising, as well as the characteristics of feminine and masculine identities. The results obtained in the research identify the representation of Mexican men assuming responsibility for household and care activities, as well as a narrative that aligns with the new masculine practices that are socially promoted and the feminine representation that continues to be linked to submission and domestic work. The social role of advertising, the influence in modifying traditional stereotypes associated with men and women, and therefore in the construction of identities, is recognized so that both strategies can be considered ProFem.

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