

From the Editor

This special issue discusses the impacts of new knowledge on designing implementable innovative realities in small business and strategy. The special issue blends contextual information and cognitive knowledge from Global Innovation and Knowledge Academy (GIKA) contributions. The GIKA Annual Conference provides a platform to discuss challenges pertaining to contemporary issues. The 5th GIKA Annual Conference took place at the University of Valencia from July 14 to July 16, 2015. Some international journals are sponsor journals of the Academy. One of the aims of the GIKA Conference is to select high-quality conference papers for publication in a special issue of the JSBS. After undergoing double-blind reviews and revisions, six conference papers were selected to appear in this special issue, together with the current editorial.

The Global Innovation and Knowledge Academy (GIKA) Annual Conference collaborates with some international journals to create a special issue on the impacts of new knowledge on designing implementable innovative realities in different topics. The purpose of the special issue is to encourage scholars to focus on the research on small business and strategy. After two double-blinded reviews, this special issue comprises 6 papers.

The GIKA Conference provides a platform for answering the challenges pertaining to contemporary issues in innovation and knowledge. University of Valencia, Spain, hosted the 2015 GIKA Conference from July 14th to 16th. The GIKA Conference attracted more than 250 submissions and accepted only 150 papers for presentation.

Contributions to the special issue

Six articles in this special issue analyze and explore different aspects of the impacts of new knowledge on designing implementable innovative realities in small business and strategy.

The first contribution by Boso, Oghazi, Cadogan and Story titled “Entrepreneurial and market-oriented activities, financial capital, environment turbulence, and export performance in an emerging economy” examines how the implementation of entrepreneurial and market-oriented export activities affects the success of the export and the role of environment turbulence and financial capital in that relationship. The sample comprises 164 Ghanaian exporting SME. The findings

evidence a positive relationship between level of entrepreneurial and market orientation and export success. Furthermore, the relationship is stronger in presence of high financial capital and environment turbulence. The study provides various managerial implications and indications regarding strategy.

In her article “Topic Evolution of Innovation Academic Researches,” Lin applies a corpus-based approach to a set of 1,460 abstracts published from 1973 to 2015 in *Journal of Business Research* to analyze the evolution of research in innovation using WordSmith tools. This article offers interesting insights for researchers in the area and useful references for industrial practitioners.

The study by Leal, Albort-Morant, and Ribeiro-Navarrete titled “Linking market orientation, innovation and performance: an empirical study on small industrial enterprises in Spain” devises a model to empirically test the mediating role of innovation outcomes in the relationship between market orientation and business performance. The authors use PLS to validate the model. The sample comprises 145 firms from the Spanish automotive components manufacturing sector, which is essentially made of SME. The findings suggest that firms willing to be innovative must initially rely on market orientation to identify and anticipate market changes and trends and thus devise an appropriate response.

Zulu-Chisanga, Boso, Adeola, and Oghazi present “Investigating the path from firm innovativeness to financial performance: The roles of new product success, market responsiveness, and environment turbulence.” The authors use data from a questionnaire to small- and medium-sized exporting firms in the United Kingdom and find that new product success is a partial mediator of the path from firm innovativeness to financial performance. The findings also evidence that environment turbulence has a weakening effect on the relationship between new product success and financial performance, whereas market responsiveness has a strengthening effect on the same relationship. The article further discusses managerial and theoretical implications of these findings.

The next contribution by Carrasco and Buendía-Martínez is titled “From the business strategy result to a source of economic development: the dual role of CSR.” This study analyzes the role of Corporate Social Responsibility (CSR) from an international comparative perspective and finds that CSR acts as an interface between economic development and social change, and between levels of internationalization and business innovation. To do so, the authors apply a PLS analysis to data from the GEM APS database. The findings suggest that policy makers should emphasize CSR use by public powers which can promote its application in the business sectors.

Finally, Felício, Rodrigues and Samagaio present “Corporate governance and the performance of commercial banks: A fuzzy-set QCA approach.” This study draws on pre-crisis data from 32 commercial banks in the UK to analyze the role of commercial banks’ governance mechanisms in financial performance and loan quality. The results from a fuzzy set QCA show how different combinations of governance mechanisms yield similar results in financial performance and loan quality. The practical implications of this research are alternative governance solutions for commercial banks.

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