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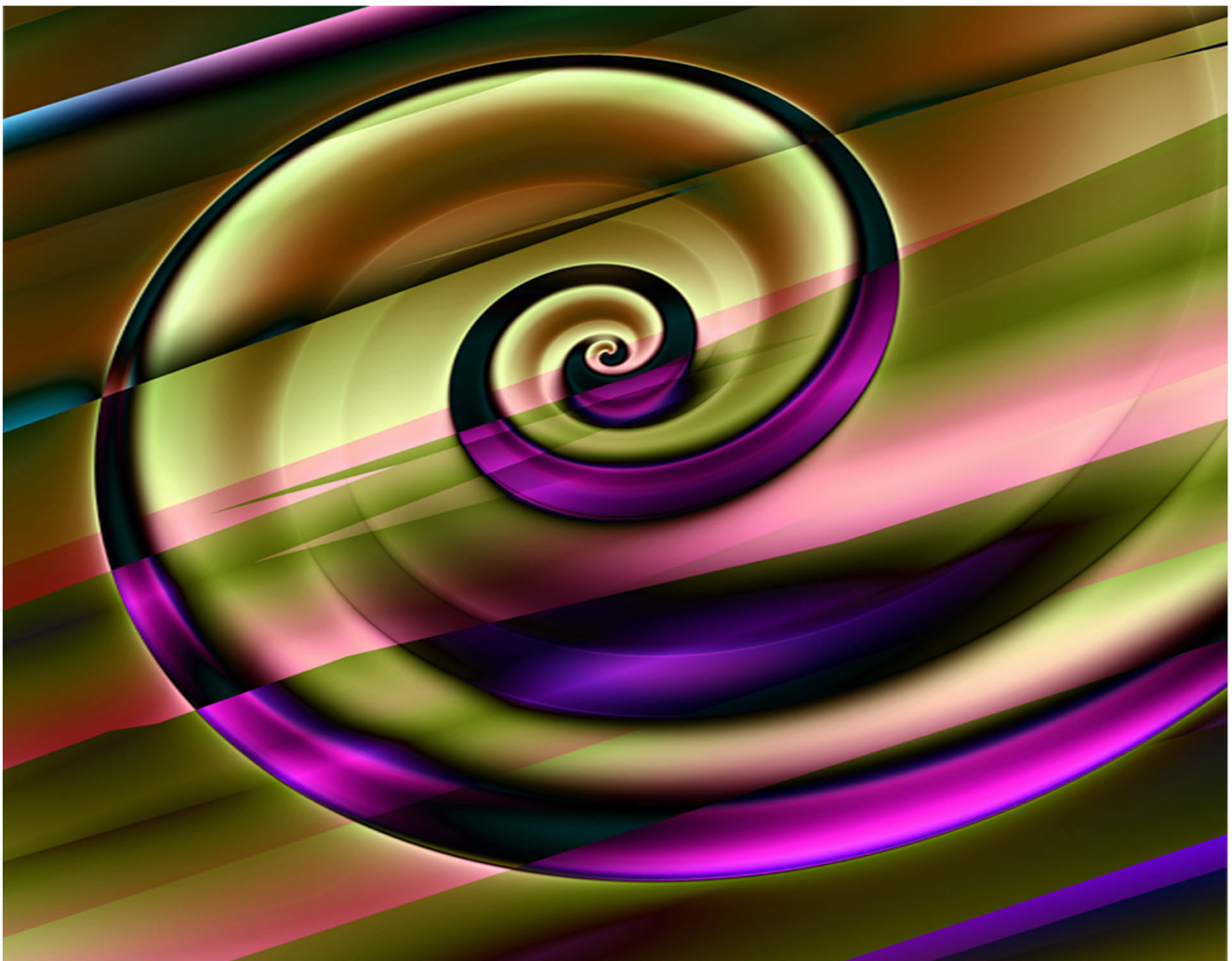
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This is one paper of  
The International Journal of Management Science and  
Information Technology (IJMSIT)  
Special Issue: knowledge strategies, decision making and  
IT in emergent economies

## EDITORIAL

### **From the Guest Editors:** knowledge strategies, decision making and information technology in emergent economies

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In recent years, the international business arena has witnessed the emergence, growth and dominance of a large number of firms from the emerging economies. Managing knowledge can contribute in what concerns the creation of sustainable competitive advantage for today's competitive and globalized business world.

No matter if we refer to developed or emergent economies, enhancing quality through knowledge represents now the key to ensure the success of the economy (Haller, 2011). Multinationals from developed economies are now working on developing an "open innovation" model in order to source innovations from outside the firm, including from emerging economies such as those in Asia (Li & Kozhikode, 2009). Emerging economies are therefore urged to develop their own innovative capabilities and move from a process to a product focus and from imitation to innovation. Different studies addressed the issue of catching up of latecomer firms in emerging economies from the perspective of the firm level heterogeneities in the catching up process in the technological domain, and the sustainability issue of the catching up (Li & Kozhikode, 2008). The findings reveal that firms in emerging economies have to invest in their own internal technological competence in order to make the transition from imitation to innovation. At the same time, emerging economy latecomer firms might consider expanding to other emerging economies with similar institutional infrastructure as their own.

Regarding the exports dimension, for emergent economies to obtain significant incomes from exports, they should make a high specificity offer that should integrate a high degree of knowledge. In what concerns criteria used in offshore decision in emergent economies, recent studies showed that multinational firms nowadays choose offshoring countries for strategic reasons, such as market potential, rather than for cost minimization aims (Fel&Griette, 2010). At the same time, international firms with large offshoring experience tend to develop a specific methodology for analysis and risk-prevention related to emerging countries.

This Special Issue provides a collection of seventeen papers divided in two volumes and it undertakes a rather interdisciplinary approach, with a clear focus on knowledge management and strategies, entrepreneurship and information technology.

The paper "Organizational citizenship behavior – an instrument for sharing tacit knowledge", co-authored by Carmen Claudia Arustei (Lungu) and Ramona-Diana Leon, focuses on the Romanian hospitality industry, illustrating the way in which the organizational citizenship behavior developed in the hotels from Romania can facilitate the process of sharing tacit knowledge among the employees.

The paper entitled "Achievements and perspectives in designing a set of convergence indicators in European higher education" co-authored by Alina Mihaela Dima, Simona Vasilache, Valentina Ghinea and Simona Agoston, discusses the need for convergence in European higher education, as it was claimed and negotiated in the last decade, accompanied by the results and prospects of a research project advancing and testing a credible set of indicators of convergence in the European Higher Education area.



The paper entitled “Board of directors and the internationalization process: the case of Romania”, co-authored by Ovidiu-Nicolae Bordean and Anca Borza, seeks to describe the relationship between some board composition (board size, board age, CEO-duality and female representation) and the internalization strategy in Romanian firms.

The paper also investigates the relationship between knowledge risks and entrepreneurial skills of employees working in a bank, seeking to answer the question whether effective management of knowledge risks boosts the entrepreneurial skills of employees working in a bank, thus fostering intrapreneurship.

Consumer behaviour is another topic approached in two of the papers included in the Special Issue. The paper entitled “Impulsive buying behaviour depending on gender”, co-authored by Nicolae Istudor and Corina Pelau, presents several aspects of the Romanian consumer behaviour, depending on age and gender. Different patterns of consumer behaviour, the social and emotional behaviour, the impulsive buying behaviour and the attitude of the consumer towards this type of behaviour are analyzed in this paper. The paper “Product innovation effect on consumers’ perceptions”, co-authored by Lucian-Florin Onisor and Mihai Ioan Rosca, seeks to explore the perception of Romanian consumers among innovative technologies products.

A comparative study on software retailers in Cambridge and Brasov is carried out in the paper entitled “Differences between software retailers from Cambridge and Brasov regarding online marketing strategies”, co-authored by Axenia Bianca Boitor and Gabriel Bratucu, that introduces an analysis of the software traders’ attitude from Braşov and Cambridge cities regarding the online promotion and marketing strategies used on the software market.

An intercultural approach to knowledge management is brought forward by the paper “Knowledge management and economic intelligence in Japan”, authored by Violeta Dinca, introducing Japan’s position on this particular field. The paper describes the way knowledge is being managed on a daily basis at the state level, business, or even at individual level as well as emphasizing the important role of economic intelligence for an efficient knowledge management.

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