

Guest editorial

Sanjay Kumar Singh and Sanjaya Singh Gaur

Asian countries present an exciting business opportunities for organizations across the globe as they offer varied socio-economic canvas to local, national and global firms to be an integral part of Asia's growth story (Budhwar *et al.*, 2018; Purkayastha *et al.*, 2017; Singh and Gaur, 2018). At the same time, we witness huge variations in the structural and cultural context in Asia, as it covers countries from being underdeveloped to those that possess potential to emerge as world superpower. As a result, internal organizational architecture and business strategies that work best in the western world need to be reconfigured and implemented to suit well with high-context Asian culture (Kaur *et al.*, 2019; Popli *et al.*, 2016). The firms need to demonstrate capability to analyze the context-specific nature of HRM in the region (Budhwar *et al.*, 2018; Singh *et al.*, 2019a, 2019b), while combining global integration and national responsiveness (Singh *et al.*, 2019a, 2019b) across the Asian continent. Furthermore, the rise of China and India as emerging global power centers has led to a shift of the balance of power from Europe and the USA to Asia (De Guzman *et al.*, 2011) and many multinational enterprises (MNEs) have made Asia as their operational base. Therefore, the aforementioned literature on business, organization is significant. Asia suggests for the utmost need to examine and understand them in much detail to successfully manage business and organization in Asian continent. It is in this context, we believe that the papers published in this *special issue* on "Managing organization and business in Asia" is a sincere attempt to fill in the existing gap in the literature and set up future research directions.

The first paper, titled "CSR in the Lebanese banking sector: a neo-institutional approach to stakeholders' legitimacy" is contextualized in Lebanese context (CITE the study). The study suggests that maximizing the shareholder value is critical, as it symbolizes firms' intentions of being socially responsible and that the firms should stay put with such a kind of CSR strategy. This study also suggests that firms religiously communicate with their shareholders in a manner to attain their trust and make a further push to CSR strategy.

The second paper, titled "The impact of patient recovery flexibility on service experience in public healthcare" explains the relevance of patient recovery flexibility *vis-à-vis* experiences related to varied services to the patients and their attendants in the public health-care organization (CITE the study). Furthermore, the paper suggests that public health-care organizations should engage in service innovation to create experiential value to their customers.

The next paper titled "Transformational leadership style, followership, and factors of employees' reactions towards organizational change" is on a contemporary topic, as it deals with emerging issues at workplace (CITE the study). The paper suggests the linkages among leadership style, followership in the context of managing organizational change, and at the same time set direction for future research in this domain.

The penultimate paper titled "Workplace spirituality and employee loyalty: an empirical investigation among Indian millennials" explains how workplace spirituality influences loyalty at workplace (CITE the study). This paper suggests theoretical and practical implications on how organization should handle their millennials' human resources to unleash their potential for excellence at the workplace.

Sanjay Kumar Singh is based at the Department of Business Administration, Abu Dhabi University, Abu Dhabi, United Arab Emirates.

Sanjaya Singh Gaur is a Clinical Professor of Marketing in the Division of Programs in Business at the NYU School of Professional Studies, New York University, New York, USA.

Finally, the last paper titled “Expatriate assignments: the ‘same’ job may require different tasks” advances literature in the context of expatriate management and international human resource management (CITE the study). At the same time, this paper throws several directions for future researches on the management of both self-initiated and organizationally assigned expatriates in a diverse cross-cultural context.

We hope that the *special issue* on “Managing organization and business in Asia” provides varied and deep insights and throw agenda for future researches.

References

- Budhwar, P., Pereira, V., Mellahi, K. and Singh, S.K. (2018), “The state of HRM in the Middle east: challenges and future research agenda”, *Asia Pacific Journal of Management*, pp. 1-29, doi: [10.1007/s10490-018-9614-8](https://doi.org/10.1007/s10490-018-9614-8).
- De Guzman, G.M., Neelankavil, J.P. and Sengupta, K. (2011), “Human resources roles: ideal versus practiced: a cross-country comparison among organizations in Asia”, *The International Journal of Human Resource Management*, Vol. 22 No. 13, pp. 2665-2682.
- Kaur, S., Gupta, S., Singh, S.K. and Perano, M. (2019), “Organizational ambidexterity through global strategic partnerships: a cognitive computing perspective”, *Technological Forecasting and Social Change*, Vol. 145, pp. 43-54.
- Popli, M., Akbar, M., Kumar, V. and Gaur, A. (2016), “Reconceptualizing cultural distance: the role of cultural experience reserve in cross-border acquisitions”, *Journal of World Business*, Vol. 51 No. 3, pp. 404-412.
- Purkayastha, S., Kumar, V. and Lu, J.W. (2017), “Business group heterogeneity and the internationalization-performance relationship: evidence from Indian business groups”, *Asia Pacific Journal of Management*, Vol. 34 No. 2, pp. 247-279.
- Singh, S.K. and Gaur, S.S. (2018), “Entrepreneurship and innovation management in emerging economies”, *Management Decision*, Vol. 56 No. 1, pp. 2-5.
- Singh, D., Pattnaik, C., Lee, J.Y. and Gaur, A.S. (2019a), “Subsidiary staffing, cultural friction, and subsidiary performance: evidence from Korean subsidiaries in 63 countries”, *Human Resource Management*, Vol. 58 No. 2, pp. 219-234.
- Singh, S.K., Pereira, V.E., Mellahi, K. and Collings, D.G. (2019b), “Host country nationals characteristics and willingness to help self-initiated expatriates in the UAE”, *The International Journal of Human Resource Management*, pp. 1-24, doi: [10.1080/09585192.2018.1547778](https://doi.org/10.1080/09585192.2018.1547778).

About the guest editors

Sanjay Kumar Singh, PhD, is Associate Professor of Management, College of Business, Abu Dhabi University, Abu Dhabi, UAE. His research interests include international & strategic HRM, employee well-being, knowledge management, innovation management, big data analytics, sustainability and ethics. Sanjay Kumar Singh is the corresponding author and can be contacted at: sanjay.singh@adu.ac.ae

Sanjaya Singh Gaur, PhD is a Clinical Professor of Marketing in the Division of Programs in Business at the NYU School of Professional Studies, New York University, New York, USA. His research interests include marketing, consumer behavior, strategy and management.