Editorial: Fourth Industrial Revolution Transforming Businesses

Priya Baguant

It gives me great pleasure to present to you the Special Edition of the Transnational Journal of Marketing. This Special Edition is a collection of diverse and varied papers presented at the FIR 2020 conference. This was the first virtual conference hosted by the Faculty of Business, Higher Colleges of Technology, UAE and the presenters were selected to submit their papers to this Special Edition for review. All submitted papers went through the rigorous process of double blinded review. The best papers were selected for publication.

The collection of papers are from different areas of research and the commonalities are the Fourth Industrial Revolution in the context of the UAE and surrounding countries. The readers will enjoy a wide range of papers from different areas and all built on solid grounding of quantitative and qualitative research. The papers in this special edition include topics related to supply chain, blockchain, finance, marketing, consumer behavior, employee motivation and knowledge management.

The readers will get to grasp with growing areas of research such as Block Chain and Artificial Intelligence which has increased the body of knowledge in these challenging times. Researchers have faced a lot of difficulty during the pandemic as access to data has been limited, however the variety of number of submissions is an indication of the determination and perseverance of researchers to continue with their work and commitment to research.

Finally, I would like to take the opportunity to thank our authors for their submissions, I also would like to offer my sincere thanks to all our reviewers who volunteered to offer their time and expertise to help us ensure the quality and robustness in getting out the most reliable, novel, and accessible scholarship in this field. I would also like to thank the team of our publishing house, Transnational Press London and the Chief Editor Professor Ibrahim Sirkeci for his dedication to academia and for fostering scholarship in the transnational marketing field in particular.

Hope our readers will find this selection of papers both interesting and useful for their own scholarly or business endeavours. I would also like to take this opportunity to invite all interested parties in the field of marketing to publish their research in Transnational Marketing Journal. We do prioritise papers with international focus and comparisons; however, both empirical and conceptual papers as well as case studies, reviews and debates are welcome.

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