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## Editorial Note

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The International Business Education Journal (IBEJ), Volume 18, Issue 1 (2025), proudly features a diverse range of scholarly articles that reflect current perspectives, trends, practices and challenges in business education, economics, finance, social sciences and education around the globe. This volume comprises ten articles written by diverse prolific authors from Malaysia, Nigeria, the Philippines and the UAE.

This volume begins with an insightful discussion on “Teacher Technological Leadership for Society 5.0” by Norhanida and Mohd Asri. Both authors emphasised the role of teachers as strategic technological leaders who are knowledgeable and skillful to integrate technology in education for the benefits of students, teachers, schools and education sector. This integration is vital as the education sector undergoes rapid transformation in education technologies toward a knowledge-based workforce.

The second article written by Olawoyin and Adeniji titled “Innovative Strategies for Teaching and Learning of Business Education in Universities in South East, Nigeria”, intended to explore the innovative and effective approach that bridge theoretical knowledge and real-world application. With the aim to improve business students’ engagement and learning outcomes, this article strongly suggests the adoption of experiential teaching and learning, on the job training and conferences to enhance the quality of business education courses.

The third article, “Routine Activity Theory, Tax Knowledge, and Tax Compliance: An Empirical Evidence from Malaysian High-Income University Staff”, was authored by Nivakan, Nurul Irma and Jacqueline. It provides empirical insights into the role of tax knowledge and behavioural theory in improving voluntary compliance that is valuable for both policymakers and educators. This study emphasised the importance of integrating tax education with information on penalties for non-compliance to address the issue of non compliance.

Followed by the fourth article by Marie Feliciano, David, Gutierrez, Miguel, Bandojo, and Etrata Jr, titled “Brands for A Cause: The Effect of Cause-Related Marketing on The Brand Preference of Gen Z to Clothing Brands in Metro Manila”, that examines how cause-related branding influences Gen Z brand preferences. It underscores the growing importance of aligning clothing brand values with social concerns to attract socially conscious Gen Z consumers, and provides actionable insights for marketers, brand strategists, and businesses seeking to engage ethically minded youth in emerging markets.

The fifth article by Nadzimah, Abdul Rahim, Mohd Ridhuan and Zulezwan, titled “Leveraging Scopus AI for Exploring the Entrepreneurial Competency Framework (EntreComp)”, has utilised an autoethnography qualitative research design. This article highlights summary, expanded summary, concept map, topic expert, and-go deeper as the Scopus AI elements that enable students access and understand complex information. a forward-looking

approach to identifying entrepreneurial competencies, reflecting how artificial intelligence is reshaping academic research and entrepreneurship development.

The sixth article features “The Effect of Macroeconomics Factors on Happiness in Malaysia”, written by Vinothiny and Norasibah. This article reveals that the increase in government spending over the years in schools, healthcare, road and infrastructure repairs, and social welfare has proven to improve happiness among Malaysians. This article provides a meaningful connection between economic indicators and national well-being, reinforcing the need for policies that balance growth with quality of life. T

Further, a study titled “The Effects of Conflict Management Style on Organization’s Performance of Abu Dhabi National Oil Company”, has been authored by Manea Jasem and Mohd Ridwan. This seventh article showcases how effective conflict resolution can drive organisational performance, offering practical insights for leadership in complex corporate environments. The findings reveals the importance of the various conflict management styles application in solving conflicts in the organization.

This issue also includes “A Concept Paper on The Relationship Between Financial Attitudes and Financial Behaviour Among University Students’, by Nur Yuhainis, Nur Aisyatul Azra, Mohamad Hanif and Nurul Syazwani. This article emphasises the importance of financial attitudes and behaviour in leveraging the financial well-being among the students. This concept paper suggests beneficial strategies and programs to improve the financial behaviour of university students.

An exploration of how social media platforms enhance secretarial efficiency in Nigerian polytechnics offers relevant recommendations for integrating digital tools into vocational and business education is found in this article titled “Exploring the Impact of Social Media Platforms on Secretarial Efficiency in Public Polytechnics in Southwest Nigeria”. This article is written by Aliu, Olubato, Abiodun, Babatunde, Muhydeen and Abolaji. Ultimately, the findings offers guidelines for the management teams to develop digitally empowered learning environment that aligns with the current and evolving demands of the modern workplace.

Finally, an article titled “Comparative Performance Analysis in Exchange Rate Prediction: The Case Study of MYR/USD”, illustrates the importance of data analytics in finance. This article provides valuable perspectives for improving forecasting accuracy in a volatile global market. This paper is authored by Tor, Zahayu, Hasimah and Masnita. The authors emphasis the importance of ability in anticipating currency fluctuations as a strategic advantage for financial analysts, policymakers, business educators and practitioners.

To sum up, the aforementioned articles contribute to both academic discourse and practical solutions in business education, finance, economics, education development and social sciences. A heap of thanks to the authors, reviewers, and readers for their continued support and commitment to excellence.

#### **Editor-in-Chief**

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