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Abstract: This research examines whether green innovation affects sustainability disclosure and firm value among firms listed on the Indonesia Stock Exchange. Using 438 firm-year observations (2019-2024) from firms that publish sustainability reports, the analysis employs ordinary least squares regressions to test the hypothesis. Applying the Heckman regression to validate the robustness of our findings, the results show a negative impact of green innovation on firm value and sustainability disclosure. This research presents a novel and multidimensional measure of green innovation by incorporating five key components – green processes, green products, green organizational culture, green supply chains, and green marketing – capturing broader organizational commitment beyond patent counts or R&D expenditures. Drawing on signalling and socio-political perspectives, the findings suggest that innovation-driven sustainability initiatives may generate adverse signals in emerging markets when costs are front-loaded, benefits are delayed, and credibility is uncertain. The findings highlight the importance of strategic alignment between innovation and reporting. Managerially, green innovation programmes should be supported by credible reporting and assurance mechanisms, while policymakers can strengthen disclosure infrastructure and incentives to enhance the credibility and comparability of sustainability information.

Chartchai Leenawong Warunada Thangthawornkit Amarita Ritthipakdee	ENHANCING PLATFORM CREDIBILITY IN THAI E-COMMERCE: RECALIBRATING INFLATED STAR RATINGS VIA SENTIMENT ANALYSIS	 17
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Abstract: This study addresses the erosion of platform credibility in international e-commerce caused by the misalignment between numerical star ratings and actual textual sentiment. While star ratings are a dominant mechanism guiding purchasing decisions in rapidly expanding markets like Southeast Asia, they are frequently inflated due to platform-induced biases and region-specific cultural factors, such as the politeness norms and indirect communication strategies prevalent in Thai culture. To overcome this structural limitation, this research aims to empirically quantify this discrepancy and introduce a transparent, sentiment-informed metric—the "Heart Score"—to recalibrate ratings. A rule-based sentiment analysis framework specifically adapted for Thai-language reviews was applied to a dataset of 14,877 women's clothing entries from Lazada. By leveraging expert-validated lexicons and linguistic rules for negation and amplification, store-level sentiment ratios were extracted and transformed into recalibrated scores via a normalized linear function with penalty adjustments. Findings confirm substantial sentiment misalignment: although the analyzed stores clustered narrowly with star ratings between 4.92 and 5.00, the recalibrated Heart Scores spanned a significantly wider, more meaningful range of 3.81 to 4.71. The most notable gap of 1.11 points exposed hidden dissatisfaction masked by near-perfect ratings. The proposed framework offers strong managerial insights for platform governance by enhancing review credibility, enabling more accurate product benchmarking, and providing a scalable, interpretable model for restoring trust in low-resource language environments.

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Abstract: There has been an increasing amount of research in recent years on the moderating roles of financial market development, institutional quality, financial stability and economic growth on financial inclusion. However, there remains a dearth of research on the Common Market for Eastern and Southern Africa (COMESA) region, compared to other economic blocs like Sub-Saharan Africa (SSA), the Southern African Development Community (SADC), and the Economic Community of West African States (ECOWAS), largely due to data paucity, a lack of interest among active scholars, and the heterogeneity of economies in the region. Yet these differences are further reasons we should engage in scholarly research, which informs practice and policy changes with real-world impact on previously excluded communities. This study investigates the impact of financial stability and economic growth on financial inclusion in the COMESA region, utilising panel data from 2007 to 2022 and employing a two-step system GMM estimation method. Financial inclusion and financial stability in this study are measured using a composite index derived from principal component analysis (PCA). We found that the lag of financial inclusion, financial stability and economic growth exert a positive and significant impact on financial inclusion in the region. Among the considered control variables, the findings revealed that domestic credit to the private sector and the real interest rate both have a positive impact, while mobile subscriptions, institutional quality, and income inequality have a negative impact on financial inclusion in the region. This study recommends that policymakers implement financial market reforms to facilitate greater financial inclusion by lowering the cost of mobile data access and mandating that all state banks establish low-cost bank accounts with savings and transactional capabilities. To increase intra-trade amongst member states, we recommend easing import and export customs and excise duties, as well as similar tariffs, on services rendered by and goods manufactured or produced by MSMEs, in line with the provisions of the African Continental Free Trade Area (AfCFTA) agreement, leading to productive cross-border investments, regional integration, increased trade and economic growth.

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<i>Luyen Hong Thi Nguyen</i> <i>Ven Phuoc Luu</i>	ESG, GREENWASHING AND DIGITAL TRACEABILITY IN THE TEXTILE VALUE CHAIN: A BIBLIOMETRIC REVIEW AND CAPITAL-MARKET RISKS FOR EMERGING ECONOMIES	 72
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Abstract: Despite the growing scrutiny on environmental, social, and governance (ESG) practices within the global textile sector, existing literature remains fragmented regarding how greenwashing and measurement frictions propagate into capital market information risk, particularly in ASEAN emerging economies. This study addresses this gap and maps the research frontier at the intersection of ESG, greenwashing, and the textile value chain. Using a PRISMA-guided systematic review of Scopus-indexed publications (2000–2025), we conduct bibliometric and content analyses with VOSviewer and Bibliometrix, incorporating robustness tests for threshold and clustering choices. Corresponding to our research objectives, the results indicate: (i) a significant trajectory of interest evidenced by a sharp post-2020 publication surge; (ii) the identification of four thematic clusters: consumer legitimacy and direct/vicarious greenwashing; ESG metrics, governance drivers and assurance; traceability, circularity and digital technologies in multi-tier supply chains; and verification, risk and market consequences; and (iii) critical evidence that rating disagreement and opacity in wet-processing tiers intensify information risk where disclosure and audit capacity are weak. We contribute a replicable knowledge map, an integrative disclosure–assurance framework, and facility-verifiable “say–do” indicators to support research and governance of sustainability-linked investment.

<i>Nomfundo Gladys Khoza</i> <i>Walter Mthuthuzeli</i> <i>Mkosana</i>	NAVIGATING THE VUCA LANDSCAPE: THE ROLE OF ARTIFICIAL INTELLIGENCE IN EMPOWERING RESOURCE-CONSTRAINED SMES IN AFRICA	 87
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Abstract: Small and medium-sized enterprises (SMEs) are central to Africa’s economy but face persistent challenges in volatile, uncertain, complex, and ambiguous (VUCA) environments. This study examines how Artificial Intelligence (AI) can support resource-constrained SMEs in enhancing resilience, efficiency, and competitiveness. Drawing on a systematic literature review of 95 peer-reviewed articles and bibliometric analysis, the paper map’s key themes and trends in AI adoption among African SMEs. Findings show that AI applications such as predictive analytics, chatbots, and automation are mainly used to improve efficiency, agility, and decision-making, though adoption is constrained by high costs, limited skills, and weak infrastructure. Guided by the Resource-Based View and Diffusion of Innovations frameworks, the analysis positions AI both as a strategic resource and as a socially embedded innovation. The study contributes by highlighting policy priorities digital infrastructure, regulatory clarity, and incentives and practical strategies for capacity-building and ecosystem partnerships to foster sustainable SME development.

<i>Slamet Mudjijah</i> <i>Priyambada Bagus</i> <i>Artanta</i>	STRENGTHENING THE RESILIENCE OF LIVESTOCK MSMES THROUGH COLLABORATIVE GOVERNANCE AND EXPERIENTIAL LEARNING IN INDONESIA	 109
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efficiency, agility, and decision-making, though adoption is constrained by high costs, limited skills, and weak infrastructure. Guided by the Resource-Based View and Diffusion of Innovations frameworks, the analysis positions AI both as a strategic resource and as a socially embedded innovation. The study contributes by highlighting policy priorities digital infrastructure, regulatory clarity, and incentives and practical strategies for capacity-building and ecosystem partnerships to foster sustainable SME development.

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Abstract: This study explicitly identifies a gap in the literature by focusing on low-HDI provinces in Indonesia a context rarely explored in depth and using 2015–2019 BPS panel data to analyze complex temporal dynamics. The problem statement is the ambiguity regarding how economic growth and poverty simultaneously affect HDI in underdeveloped regions, with the main finding being surprising as it contradicts conventional hypotheses: economic growth does not always have a significant positive impact, while the influence of poverty on HDI is proven to be more nuanced than traditionally assumed. This study investigates the impact of economic growth and poverty on the Human Development Index (HDI) in four provinces classified under the low HDI category in Indonesia. Using data published by the Central Bureau of Statistics from 2015 to 2019, the research explores the dynamic relationship between these variables over time. The analysis employs econometric modeling with e-views as a tool for hypothesis testing, allowing for a strong evaluation of the proposed framework. Contrary to expectations, the findings reveal surprising results, indicating that economic growth and poverty have complex and nuanced influences on HDI that challenge traditional assumptions. The study concludes by offering insights for policymakers to design more effective, targeted strategies that address the unique challenges of provinces with low HDI levels. Recommendations for future research include incorporating additional variables, such as education quality and healthcare access, to provide a more comprehensive understanding of HDI determinants. These findings contribute to the broader discourse on sustainable development and the interconnectedness of economic growth, poverty alleviation, and human well-being.

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NOTE FROM THE EDITORS

As an interdisciplinary indexed journal, *The Journal of Global Business and Technology (JGBAT)* serves academicians and practitioners in the fields of global business and technology management and their related areas. JGBAT is also an appropriate outlet for manuscripts designed to be of interest, concern, and applied value to its audience of professionals and scholars. Readers will note that our attempt to bridge the gap between theory and practice has been successful.

We cannot thank our reviewers enough for having been so professional and effective in reiterating to contributors the need to provide managerial applications of their research. As is now obvious, the majority of the articles include a section on managerial implications of research. We wish to reiterate once again our sincere thanks to JGBAT reviewers for having induced contributors to answer the “so what?” question that every *Journal of Global Business and Technology* article is required to address.

Thank you for your interest in the journal and we are looking forward to receiving your submissions. For submissions guidelines and requirements, please refer to the Manuscript Guidelines at the end of this publication.

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