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## Enterprise Strategy and Management Innovation in a Changing Economic and Organizational Landscape

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### Abstract

This editorial introduces Volume 1, Issue 2 of the Journal of Enterprise Strategy and Management Innovation (JESMI), which brings together studies on enterprise strategy, management innovation, financial analysis, agribusiness development, digital transformation, service operations, occupational well-being, corporate social responsibility, technical training, educational marketing, and customer value. The issue reflects the journal's commitment to publishing applied, interdisciplinary, and analytically grounded research that connects strategic thinking with practical organizational and managerial concerns. The articles examine diverse but related questions, including remittance allocation behavior in the Philippines, firm valuation and risk assessment, sustainable organic farming models, big data as a strategic asset, collective marketing among farmer clusters, operational latency in service establishments, delivery rider well-being, CSR and SME performance, vocational training effectiveness, social media marketing and enrollment intentions, and café product differentiation. Collectively, the issue demonstrates that enterprise strategy must be understood across financial, technological, operational, human, social, and market dimensions. The editorial situates these contributions within the broader need for evidence-based decision-making in organizations facing uncertainty, digital disruption, sustainability pressures, and evolving stakeholder expectations.

**Keywords:** *enterprise strategy; management innovation; organizational performance; digital transformation; agribusiness development; corporate social responsibility; service operations; financial analysis; customer value; JESMI*

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The second issue of Volume 1 of the Journal of Enterprise Strategy and Management Innovation (JESMI) continues the journal's commitment to publishing research that examines how enterprises respond to changing markets, operational pressures, technological transformation, and institutional challenges. As organizations operate in environments shaped by digital disruption, financial uncertainty, evolving consumer behavior, sustainability demands, and labor-market complexity, the study of enterprise strategy and management innovation has become increasingly important.

This issue brings together studies that examine remittance behavior, investment analysis, agribusiness development, big data strategy, service operations, occupational well-being, corporate social responsibility, technical training, marketing influence, and customer value. While the articles vary in disciplinary orientation and empirical setting, they share a common concern: how organizations, industries, and economic actors can adapt more effectively to changing conditions. In this sense, the issue reflects JESMI's broader purpose as a scholarly venue for research that connects strategic thinking with practical managerial, operational, financial, and policy-relevant implications.

The issue opens with a study on remittances in the Philippines, examining whether remittance inflows are primarily associated with consumption or investment behavior using World Development Indicators time-series evidence from 2000 to 2023 (Atento et al., 2026). This contribution is important because remittances remain a central feature of the Philippine economy. The question of whether remittances are spent for immediate household needs or allocated toward productive investment has implications for household welfare, enterprise development, financial planning, and national development strategy. By framing remittances through a consumption-investment allocation lens, the article connects macroeconomic flows with household decision-making and long-term economic transformation.

Two articles in the issue focus on listed Philippine firms through fundamental and technical analysis. The studies on PLDT Inc. and Manila Electric Company provide valuation, profitability, and risk assessments as of May 2026 (Atento & Manzano, 2026; Espina & Atento, 2026). These contributions are relevant not only to investors but also to scholars of enterprise strategy because capital-market valuation reflects how firms are perceived in relation to profitability, financial resilience, risk exposure, and sectoral outlook. In emerging markets such as the Philippines, firm-level financial analysis remains especially valuable because investors, analysts, students, and decision-makers require grounded assessments that connect accounting indicators, technical patterns, market sentiment, and broader industry conditions.

The issue also gives attention to sustainable enterprise development through two studies related to organic agriculture. One article presents vermiculture-based organic farming as a sustainable agribusiness model and develops a thematic framework for local enterprise development (Catipon et al., 2026). Another examines cluster farming as a collective marketing strategy for organic products, drawing evidence from smallholder farmer clusters in CALABARZON (Catipon, 2026). These studies are significant because they address one of the enduring challenges of smallholder and local enterprise systems: the difficulty of converting production activity into sustainable market participation. Agribusiness innovation requires more than cultivation or production efficiency. It requires market access, collective organization, product differentiation, logistics, quality assurance, and strategic coordination among small producers.

A further contribution examines big data as a strategic asset in Chinese enterprises (Chen & Atento, 2026). This article speaks directly to one of the most important themes in contemporary management: the transformation of data from a passive administrative resource into an active source of competitive advantage, business model innovation, and managerial intelligence. As enterprises increasingly rely on digital platforms, analytics, automation, and real-time information systems, managerial decision-making is being reshaped by the capacity to collect, interpret, and act on data. The study's focus on Chinese enterprises is also timely because China remains one of the most dynamic environments for digital business experimentation, platform-based competition, and data-driven organizational transformation.

Operational strategy is strongly represented in the article on operational latency as a strategic liability in full-service dining establishments (Mendoza et al., 2026). The study connects service delivery failures, customer attrition, and process innovation, showing that delays and inefficiencies are not merely operational inconveniences but potential threats to competitiveness. In service industries, time is part of the value proposition. Customers evaluate not only the product or service itself but also the speed, reliability, responsiveness, and overall quality of the service encounter. This article therefore contributes to a more strategic understanding of operations, where process failures are interpreted as risks to customer retention, brand perception, and long-term enterprise performance.

The issue also includes a study on the occupational well-being and operational challenges of delivery riders in selected cities of Batangas (Hinagpis & Mendoza, 2026). This contribution is particularly relevant in the context of platform work, logistics expansion, and last-mile service delivery. Delivery riders occupy an increasingly visible position in the modern service economy, yet their work is often marked by income uncertainty, physical risk, time pressure, customer demands, and operational constraints. By examining their well-being and work challenges, the article contributes to a more human-centered understanding of enterprise operations. It reminds readers that efficiency and service expansion should not be separated from worker welfare, occupational safety, and fair working conditions.

Corporate responsibility is addressed in the article on corporate social responsibility and operational performance among small and medium-sized enterprises in San Jose, Batangas (Adua & Mendoza, 2026). This study is important because CSR is often discussed in relation to large corporations, yet small and medium-sized enterprises also face expectations related to ethical conduct, community engagement, environmental awareness, and responsible operations. For SMEs, CSR may not always take the form of highly formalized programs. It may instead be expressed through local employment practices, customer relations, community participation, fair dealing, and responsible resource use. The article contributes to the discussion on whether responsible enterprise behavior can support operational performance, stakeholder trust, and business sustainability.

Training and capability development are represented in the study on training effectiveness and improvement strategies for motor vehicle safety and technical inspectors in two vocational institutions in Fujian, China (Yu & Atento, 2026). This article reinforces the importance of workforce development in technical and regulatory environments. Effective training is essential when work involves safety, compliance, inspection accuracy, and technical judgment. In such settings, training is not merely a human resource function but an institutional mechanism for quality assurance, public safety, and professional competence. The study's focus on vocational institutions also aligns with broader concerns about skills development, technical education, and industry readiness.

Marketing and enrollment behavior are explored in the article on the influence of social media marketing on college students' enrollment intentions in one vocational college (Wu & Magnaye, 2026). This contribution reflects the growing importance of digital communication in educational institutions. Schools and colleges now operate in highly competitive enrollment environments where institutional visibility, digital engagement, online reputation, and message credibility influence student decision-making. Social media marketing is not simply promotional; it shapes perception, trust, aspiration, and institutional identity. The article therefore contributes to the broader field of strategic marketing in education and service organizations.

The final article examines product differentiation and customer value as the basis for proposed strategies to enhance a café's competitive edge (J. H. M. Mendoza & Magnaye, 2026). This study brings the discussion back to a classic but still essential concern in enterprise strategy: how businesses distinguish themselves in markets where customers have many alternatives. Product differentiation becomes meaningful only when it is connected to customer value. For cafés and similar service businesses, competitive advantage may arise from product quality, ambiance, pricing, service experience, branding, location, and customer relationship management. The article underscores the continuing relevance of grounded, context-specific strategy formulation for small and local enterprises.

Taken together, the articles in this issue show that enterprise strategy and management innovation cannot be confined to a single sector or methodological tradition. The issue moves across macroeconomic analysis, capital-market evaluation, agribusiness strategy, digital transformation, operations management, worker well-being, CSR, technical training, educational marketing, and customer value creation. This range reflects the complexity of enterprise life in contemporary economies. Organizations must manage financial performance, technological change, human capability, market positioning, operational efficiency, and social responsibility simultaneously.

The issue also demonstrates the importance of connecting research with practical decision-making. JESMI is not limited to abstract discussions of strategy. It welcomes studies that produce usable insights for managers, entrepreneurs, educators, investors, policymakers, and institutional leaders. Whether the topic is remittance allocation, stock valuation, organic farming, big data, service latency, delivery work, CSR, vocational training, social media marketing, or café differentiation, the underlying question remains strategic: how can organizations and economic actors make better decisions under changing conditions?

This second issue therefore strengthens the identity of JESMI as a journal committed to applied, interdisciplinary, and analytically grounded scholarship. It affirms the value of research that is both academically credible and practically meaningful. As enterprises across Asia continue to face technological disruption, uncertain markets, shifting consumer expectations, sustainability pressures, and workforce transformation, scholarly work must help clarify not only what is happening but also what can be improved.

Through this issue, JESMI invites scholars, practitioners, graduate researchers, and institutional partners to continue contributing research that advances enterprise strategy, management innovation, organizational performance, and sustainable business development. The journal remains committed to publishing work that bridges theory and practice, supports evidence-based decision-making, and contributes to the improvement of organizations and communities.

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