

Date Published December 2022

Letter from the Editor

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Recommended Citation

Seshadri, S. (2022). Letter from the Editor. *Mountain Plains Journal of Business and Technology*, 23(1). Retrieved from <https://openspaces.unk.edu/mpjbt/vol23/iss1/5>

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Dear fellow scholars,

Welcome to our 2022 online issue of the Mountain Plains Journal of Business and Technology. This is the 4th edition of the journal since it moved to the University of Nebraska at Kearney in 2020. For the first two years we released two issues a year given the backlog of manuscripts. This year a fewer number of manuscripts were accepted for publication. Therefore, we are issuing only one issue in 2022. Additionally, this year we moved to a ‘continuous publication’ model and release the manuscripts soon after they are published so authors can include them immediately in their CV rather than wait till the complete issue is released. This will particularly help the authors who are currently going up for tenure and/or promotion.

As in past issues, we continue to have a variety of manuscripts accepted. Readers will not only note the range of subjects covered, but also the types of manuscripts published. The case study on Pulte Homes provides a framework for students to critically think of the value of learning and embracing strategies adopted by firms in dissimilar industries. The industry note on Microsoft 365 Cloud Migration process is germane to readers, and to students of IT specifically, as the cloud services industry continues to grow at a phenomenal pace and is expected to reach close to a trillion US dollars by 2027. The empirical piece analyzing the impact of ‘anti-SLAPPING’ statutes across states using text-mining methods makes for an interesting read. The manuscript on the three-decade evolution of Green Advertising provides a meta-analysis of scholarship on the subject and identifies research gaps that still need to be filled. Finally, the chapter-by-chapter review of the book authored by R. Edward Freeman, Kirsten E. Martin, and Bishan L. Parmar, “*The Power of And: Responsible Business Without Trade-Offs*” provides readers a quick summary of the value and feasibility of meeting social responsibilities while simultaneously respecting financial returns. We hope that you will find all the manuscripts in this issue worth your time and, where appropriate, use them in your pedagogy.

I would be very much remiss if I did not mention that Dr. Elizabeth Manser Payne, Professor of Marketing at the University of South Dakota has joined our Editorial Board. The Board extends a warm welcome to Dr. Manser Payne.

We wish you all a very happy holiday season with your friends and family.



Best Regards,



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Dr. Sri Seshadri, Ph.D., C.G.B.P.

EDITOR, Mountain Plains Journal of Business and Technology

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