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Notes from the Editor

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Notes from the editor:

In alignment with its mission, Volume 4, issue 2 of the Journal of Global Awareness, encompasses articles that address a diverse array of pressing contemporary issues confronting the world in the present era.

Despite a globally interconnected world through education, social media, Internet availability, and technological developments, the challenges remain in the areas of Artificial Intelligence, Climate Change, COVID-19, Leadership, and Cyber Threats. The seven articles and a review of the book *Leadership: Six Studies in World Strategy* by Henry Kissinger are presented in this issue.

The first article by Eva K. Jermakowicz is an insightful, professionally researched article on **“The Coming Transformative Impact of Large Language Models and Artificial Intelligence (AI) on Global Business and Education.”** The author convincingly points out that AI’s rapid advances are due to large language models’ (LLM) capabilities. ChatGPT and BARD can predict and generate human language. However, they are received with both optimism and concern. Optimism for AI is due to opportunities for applying it to a variety of organizations; however, it poses ethical and legal issues as well. Worldwide readers will find the article informative, provocative, and beneficial to businesses and general readers curious about artificial intelligence, popularly known as AI. Regenerative AI is gaining worldwide attention; however, it can have unethical consequences when misunderstood or misused.

The next thoughtful, data-driven, well-researched article is by Angela Mungai on **“Effect of COVID-19 on Food Pricing and Coping Strategies Among Households in Kakamega County Kenya.”** The author skillfully narrates the food price shocks in Kenya, especially in Kakamega County. A survey of 200 households in the Malava and Lurambi areas was used, and statistical results revealed that food prices significantly affected them. Their coping strategies included a reduced number of meals per day, reduced dietary diversity, and lower expenditure on health and education, which required state and county food relief and transfer payments to vulnerable households.

The third research article is on **“Climate Change and Its Effects on Conflicts.”** An interesting insight by the author, Ann Lalicker, into what climate change does in exacerbating growing tensions and sustaining violent and non-violent conflicts because of Earth’s warming temperatures. The study traces through history how climate change caused famine and displacement, as well as war. So, the concept is not new, according to the article; however, the heightened tensions in many states, where climate change has only made the conditions even worse. This well-written piece makes the readers aware of the challenges posed by climate change in conflicted parts of the world.

The COVID-19 pandemic has impacted K-12, colleges, and universities. The fourth article addresses the education delivery system that has changed partially, if not permanently, into the use of online modality. Many commercial online software systems are already in the marketing of education. Shreekant Joag, in the research **“Impact of COVID-19 Pandemic on Marketing of Education,”** presents a perspective based on sound research that experience with remote teaching and learning has materially changed both instructors’ as well as students’ attitudes toward remote delivery of education. So, such changed attitudes profoundly influence the future choices and behavior of teachers, students, and educational organizations worldwide.

Switching gear from world issues to multinational corporations, the article on **“Apple: Global Ethics and Transformational Leadership”** by Bisma Ahmed is indeed a welcome read. Cell phones, sometimes called smartphones or mobile phones, are commonplace devices all over the world. One company that stands out in the crowded markets is Apple Inc. Its founder, Steve Jobs, led the company to create unique, innovative, but simple, easy-to-use products. This research article explores leadership and some of the consequential unethical business practices. According to the author, these are related to global sourcing in their global supply chains. It also uncovers unfair working conditions, overworking employees, and environmental pollution. However, the article also praises Apple for its transformational and creative leadership.

The sixth article by Young Choi addresses an important threat we all face, which is cyber security. The title **“Social Engineering Cyber Threats”** reflects infiltrating computer systems of all types and devices by manipulating individuals rather than using tools of hacking. It exploits the vulnerability of humans to trust others,

especially those lacking education and technology. This research underscores how social engineering adds to the complexity of managing information systems in all types of organizations. This article promotes awareness of cyber threats through social engineering, but also provides prescriptions for mitigating such threats: user awareness of frauds, a well-structured policy for prevention, employee education of threats, risks, and policies for noncompliance.

The next and seventh article on “**Boeing Co: Ethical Failures and Business Scandals,**” by Bahia Benabbad Touirs, is based on painstaking research. Boeing Corporation is a world-renowned manufacturer of commercial aircraft for countries that could not make such airplanes themselves. While there are other prominent competitors, especially from technologically advanced nations with a record of manufacturing safe airlines in large, long-distance passenger planes. Boeing, however, commands a significant market share, closely trailed by Airbus. This research focuses on customers expecting social responsibility and environmental accountability from Boeing, especially in recent years. The company has found itself under heavy public scrutiny after two of the newly designed 737 MAX planes crashed in 2018-2019, costing the lives of over 300 passengers and crew members. For the readers and scholars, this insightful research presents the organizational culture of Boeing, its focus on profits over ethical lapses that have stained its history in aviation, and how it works to regain the recent unethical past to build a better and prosperous future in the globally competitive industry.

The 8th issue ends with a book review by **Jay Nathan**. The author of the work reviewed is none other than the internationally well-known Henry Kissinger, who served as the US Secretary of State and national security advisor under the presidential administrations of Richard Nixon and Gerald Ford. Leadership eludes a concise definition but manifests itself in governance in societies and organizations. Simply put, they are movers and shakers of political and economic events. Penguin Press released the book in 2022, and readers are already informed about the recent death of Henry Kissinger, who celebrated his one-hundredth birthday shortly before his passing. The six leaders—Konrad Adenauer, Charles de Gaulle, Richard Nixon, Anwar Sadat, Lee Kuan Yew, and Margaret Thatcher—presented in chapters in the book are based on Kissinger’s life experiences in Europe as well as his time as a diplomat in the US and abroad. Readers can surmise after a quick read that these leaders are unique and different; they were shaped and challenged by events. Adenauer and de Gaulle unified their respective nations under difficult

circumstances, giving their nations cohesion and stability. Thatcher, during her tenure as British Prime Minister, showed resilience and purpose while holding British values of widespread distribution of private property and the Parliamentary system of governance with monarchy as the head of state. Richard Nixon inherited the Vietnam War as well as other global challenges from the Soviet Union, China, and the Middle East. According to the author, Nixon's leadership pursued a strategy of equilibrium in world affairs, including détente in key aspects of the US-Soviet relationship. Anwar Sadat of Egypt, as he matured as a politician and as president, sought a diplomatic relationship with the US and peace with Israel. Lee Kuan Yew, as the leader of Singapore, a small city-state, showed how accelerated economic development with proper strategy can gain Worldwide respectability and progress while providing conditions for foreign direct investments. Readers and scholars may have different viewpoints, but still, the book is a worthwhile read and describes how leaders are shaped by circumstances.