

## **Innovative knowledge-based methods for information management in business and marketing**

In the last decade, innovation, knowledge and its management in organizations have exponentially evolved. Accordingly, a large number of companies today are focused on the acquisition of new data to extract insights that help to improve their products and services.

In parallel, innovative methods for knowledge extraction have been extensively used in the literature. Specifically in the area of information management, this special edition aims to identify different strategies and methods that offer insights for the development of strategies focused on knowledge innovation in the business ecosystem.

This special edition includes several topics under study and respective contributions, such as a study of how the generation of Millennials uses mobile app purchases and how they interact with advertising. Other topics include the impact of bankruptcy on the management of companies analyzed with knowledge innovation, the role of usage intentions in transactions, the use of cell phones for the management of mobile wallets or research on anxiety and stress when using booking applications.

First, in the article entitled “The generation Z audience for in-app advertising,” Charles Graham, Ffion Young and Ammarah Marjan highlight the study of in-app mobile advertising. The authors analyze a sample of about 3,000 h of screen time data from a panel of Generation Z. The predictive validity of two models is then tested against observed interactions. The results of this study reveal that the audience in in-app advertising is not segmented and that engagement on individual app users can also be predicted. Furthermore, the authors argue that short-term activation only limits apps potential for brand building and recommend advertisers to schedule online campaigns for brand reach and sales lift.

The second contribution entitled “How stress and anxiety when using mobile restaurant reservation Apps influence users’ satisfaction and trust” by Vera Gelashvili, Juan Gabriel Martínez-Navalón and Giovanni Herrera Enríquez focuses on the relationship between user stress and anxiety when using mobile apps for restaurant reservations and their trust and satisfaction toward the restaurants. For the analysis, the authors use partial least squares (PLS-SEM) to meet standard statistical indicators. The results of this study show positive significant relationships between the variables stress–satisfaction, anxiety–satisfaction and satisfaction–trust. The authors also find no statistically significant relationship between the stress–trust and anxiety–trust variables. The results of this study contribute to the understanding of restaurant booking applications, particularly in the sample of Indian residents in Spain.

Third, Roktim Sarmah, Neeraj Dhiman and Honey Kanojia’s contribution entitled “Understanding intentions and actual use of mobile wallets by millennial: an extended, TAM model perspective” highlights the relevance of mobile wallets for the mobile industry. To test the determinants of mobile wallet adoption by millennials, the authors develop the technology acceptance model using PLS-SEM. The results show that the perceived ease of use has a positive relationship with the perceived usefulness. Similarly, PEOU also shares a significant positive relationship with behavioral intention. Finally, trust has a significant relationship with the “actual use” variable. Taken together, the results of this study contribute to the academic understanding of the adoption of mobile wallets.

Fourth, in their study “The impact of corporate bankruptcy on strategic management: using a textual analysis approach to analyze executives’ opinions,” Raphael Nagel and



Carmen Aviles develop an innovative method to investigate the executives' opinions about bankruptcy. Specifically, the authors analyze the content of 14 interviews using tactual analysis and data mining to extract insights and explore strategic opinions of company executives in a declaration of bankruptcy as a consequence of the COVID-19 pandemic.

The fifth contribution to this volume is Vimal Raj, Amilan and Aparna's paper entitled "Role of perceived countries' advantages of cashless economy in behavioral intentions of using cashless transactions: an empirical analysis." In this paper, the authors analyze the main factors affecting the growth of the economy based on the study of behavioral intention to use cashless transactions from the general public perspective. To this end, the authors develop an extension of the unified theory of acceptance and use of technology model in PLS-SEM. The results of this contribution show that the variables perceived economic offense reduction, perceived economic benefit and perceived economy's security are positively related to the behavioral intention of using cashless transactions. These findings shed light on the use intention of a cashless economy.

As guest editors of this special issue, we anticipate that the contributions to the *Journal of Indian Business Research* will contribute to available knowledge, define new concepts and enhance the current understanding of new analysis processes in business and marketing that use innovation and knowledge as functional sources for the commercial boost of their companies.

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