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Foreword

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Journal of Emerging Knowledge on Emerging Markets
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I am very pleased with the incredible number of scholars who have contributed toward the third edition of the *Journal of Emerging Knowledge on Emerging Markets* (JEKEM). This accelerated growth has validated my belief that emerging markets will be the driver of global commerce and culture in the 21st Century.

However, no initiative ever becomes successful without great leadership and great execution. Dr. Ashok Roy's passion and personal commitment to lead, and Dr. Roxanne Russell's incredible execution capabilities are truly responsible for this extraordinary outcome in the third edition of JEKEM.

What has pleased me most is that both the quality of papers and the breadth of scholars and topics in the third edition are significantly higher. And I know this trajectory will continue in the future. I am also very pleased that the Roy & Russell team, with support from Kennesaw State University, has transitioned JEKEM to Digital Commons. This also meets one key objective of the ICA Institute, namely democratization of



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knowledge creation and knowledge dissemination related to emerging markets in general, and China and India in particular.

India, China, America (ICA) Institute's mission is to foster economic growth through innovation, entrepreneurship, inclusive growth, trade and investment, within and between advanced economies and emerging markets. This is clearly reflected in the papers included in this edition.