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LETTER FROM THE EDITOR

More than half a century ago, Albert Einstein reminded the scientific community that 'Concern for making life better for ordinary humans must be the chief objective of science. Never forget this when you are pondering over your diagrams and equations!' His appeal remains profoundly relevant today. It has now been a decade since the United Nations established the 17 Sustainable Development Goals, with No Poverty designated as Goal #1. This milestone invites an important question: What has management research contributed toward the realization of this foundational objective?

This special issue offers a window into cutting-edge scholarship by examining how individuals and communities in non-Western contexts – including China, Japan, Pakistan, and Vietnam – harness advanced digital technologies and entrepreneurial initiatives to combat poverty. The contributing studies employ a diverse array of methodologies, such as case studies, secondary data analyses, and survey-based research, to illuminate effective mechanisms and pathways for poverty alleviation. Collectively, they advance overarching theoretical perspectives that enrich our understanding of how management research can meaningfully address global inequality.

I extend my deepest appreciation to the Guest Editors – Steven Si, David Ahlstrom, Jeremy Hall, Jiang Wei, and Victor Cui – for their unwavering dedication and scholarly leadership in bringing this special issue to fruition. Over the course of three years, they have worked closely with authors with remarkable commitment and perseverance. Their contributions have been invaluable, and I am truly grateful for their efforts.



Xiao-Ping Chen, Editor of *MOR*

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