



EDITORIAL

Strategic Architecture in Persistent Market Volatility

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Contemporary scholarship in business, management, and creative economy studies is entering a phase of accelerated transformation. The boundaries that once separated strategic management, marketing, entrepreneurship, and creative industries are becoming increasingly fluid as organizations operate within digitally interconnected and rapidly evolving economic ecosystems, reflecting broader shifts toward dynamic capability and ecosystem-based perspectives in strategic research (Teece, 2007; Eisenhardt & Martin, 2000). Academic journals today are no longer expected to function merely as publication outlets; they are increasingly viewed as intellectual platforms that shape scholarly direction, cultivate interdisciplinary dialogue, and contribute to the development of managerial knowledge relevant to both local and global contexts.

Manexia: Journal of Business, Management, and Creative Economy emerges within this changing academic landscape with the intention of positioning itself as a forward-looking scholarly space. The journal seeks to foster research that connects theoretical development with managerial insight while remaining attentive to contemporary organizational realities. Rather than emphasizing incremental contributions alone, *Manexia* encourages authors to explore integrative perspectives that bring together strategy, innovation, and creative economic practices. Through this orientation, the journal aims to support scholarship that reflects the complexity of modern organizations while maintaining conceptual clarity and analytical rigor.

The establishment of *Manexia* also reflects a broader recognition that emerging economic environments demand new forms of scholarly engagement. Digital business practices, platform-based economies, and creative entrepreneurship have expanded the scope of managerial inquiry, requiring journals to adopt more inclusive and adaptive editorial visions aligned with evolving strategic thinking and interdisciplinary integration (Helfat & Peteraf, 2015). *Manexia* aspires to become a space where diverse intellectual traditions converge, allowing researchers to engage with evolving managerial challenges through interdisciplinary collaboration. By encouraging dialogue that bridges conceptual exploration with empirical investigation, the journal seeks to contribute to a more integrated understanding of business and management scholarship.

Volatility as Structural Condition

The launch of *Manexia* takes place at a moment when volatility increasingly defines both managerial practice and academic inquiry. Economic uncertainty, technological disruption, and rapidly shifting competitive landscapes have transformed how organizations approach strategic decision-making, reinforcing the importance of dynamic capabilities and adaptive strategic processes in uncertain environments (Eisenhardt & Martin, 2000; Teece, 2007). For a scholarly journal operating within this context, recognizing volatility as a structural condition is essential. Rather than viewing instability as an occasional disruption, *Manexia*

acknowledges that contemporary research must address environments where change is continuous and organizational adaptation becomes an ongoing process.

This perspective shapes the journal's editorial philosophy. Manexia encourages scholarship that examines how organizations interpret complexity, design adaptive strategies, and navigate uncertainty without losing coherence. Research that explores managerial judgment, organizational resilience, and innovative problem-solving is particularly relevant in environments characterized by persistent ambiguity, reflecting the growing emphasis on managerial cognition and strategic renewal in contemporary management research (Helfat & Peteraf, 2015). By positioning volatility as a foundational element of modern economic systems, Manexia aims to support research that moves beyond reactive frameworks toward deeper reflections on organizational design and strategic thinking.

Toward Strategic Architecture

A central intellectual orientation of Manexia lies in viewing strategy as architecture rather than as a sequence of isolated decisions. This perspective recognizes that managerial outcomes are shaped by interconnected structures involving governance mechanisms, learning processes, innovation practices, and strategic commitments, echoing broader debates within strategic management that conceptualize strategy as an emergent and integrative process rather than a rigid plan (Mintzberg, 1994). The journal encourages contributions that explore how these elements interact, highlighting the importance of structural design in shaping organizational trajectories.

This architectural view aligns with Manexia's commitment to advancing conceptual scholarship alongside empirical inquiry. The journal welcomes theoretical contributions that challenge established assumptions and propose new frameworks for understanding managerial phenomena. At the same time, empirical studies that illuminate real-world challenges remain equally valuable. By maintaining this balance, Manexia seeks to create a scholarly environment where conceptual insight and practical relevance reinforce one another.

Moreover, the architectural perspective reflects a broader shift within management research toward integrative thinking. As organizations operate within increasingly complex ecosystems, strategic questions cannot be addressed through single disciplinary lenses, reinforcing the need for interdisciplinary strategic cognition and adaptive capability development (Teece, 2007; Helfat & Peteraf, 2015). Manexia therefore positions itself as a journal that supports dialogue across strategic management, marketing, entrepreneurship, and creative economy studies, encouraging authors to examine how diverse perspectives intersect within evolving organizational contexts.

Interdisciplinary Direction for Manexia

Interdisciplinarity stands at the core of Manexia's identity. Contemporary organizations operate within environments shaped by digital transformation, cultural innovation, and collaborative networks that transcend traditional industry boundaries. Strategic decisions are influenced not only by economic considerations but also by technological platforms, creative practices, and evolving stakeholder expectations. Recognizing these dynamics, Manexia aims to foster research that reflects the interconnected nature of modern organizational life.

The journal invites contributions that explore themes such as digital business transformation, entrepreneurial ecosystems, organizational change, creative economy development, and strategic leadership. By encouraging dialogue across multiple fields, Manexia seeks to create a space where emerging ideas can be developed through rigorous scholarly exchange. This interdisciplinary direction also reflects the journal's commitment to supporting research from diverse geographic and institutional contexts, recognizing that managerial challenges vary across regions while sharing common underlying dynamics.

In addition to promoting interdisciplinary scholarship, Manexia emphasizes accessibility and intellectual openness. The journal aspires to serve as a platform where both established scholars and emerging researchers can contribute to ongoing debates in business and management studies. Through transparent peer review and collaborative engagement, Manexia aims to build a scholarly community grounded in mutual learning and constructive dialogue.

Future Scholarly Pathways

Looking toward the future, Manexia aspires to evolve as a journal that actively shapes the trajectory of business and management research. The journal seeks to encourage studies that address emerging themes such as digital innovation, sustainable strategy, organizational agility, and the strategic implications of creative economies. As academic inquiry continues to expand into new domains, Manexia aims to remain adaptive, welcoming diverse methodological approaches and theoretical perspectives.

The long-term vision of Manexia involves cultivating an intellectual ecosystem where conceptual development and empirical exploration coexist. The journal recognizes that its growth depends on the collective contributions of authors, reviewers, and readers who share an interest in advancing scholarly understanding. By prioritizing rigor, interdisciplinarity, and relevance, Manexia aims to build a reputation as a credible and forward-looking publication within the global academic community.

As this inaugural issue marks the beginning of Manexia's journey, the editorial team extends an invitation to researchers, practitioners, and interdisciplinary thinkers to participate in shaping the journal's future. Manexia seeks to become more than a publication venue; it aims to serve as a platform where innovative ideas emerge, critical debates evolve, and new perspectives on business, management, and creative economy studies take shape. Through sustained collaboration and thoughtful scholarship, the journal aspires to contribute to a dynamic and evolving discourse that reflects both the challenges and opportunities of contemporary organizational life.

References

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