


Reflecting on *Acta Commercii* in 2025

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As we finalise the 2025 edition of *Acta Commercii*, it is reassuring to note that the range of topics covered in this edition is in line with what *Acta Commercii* strives for, namely to be a platform for the dissemination of high-quality research that covers a broad and diverse range of issues within the ambit of the management sciences. These diverse topics, including human resource management (Mabaso 2025; Hoosen & Dhanpat 2025; Rusydi 2025; Magagula & Kanyangale 2025; Mitonga-Monga & Mageza-Mokhethi 2025; Makumbe, Kamupini & Jackson 2025; Mabasa & Eresia-eke 2025), machine learning (Wesson, Mienie & Myatt 2025; Munjeyi & Schutte 2025), the effects of small medium and micro enterprises (SMME) growth (Moagi, Thomas & Mara 2025; Jacobs & Kabaso 2025; Mofokeng 2025), and gender identity (Wait 2025; Ezeuduji, Deen & Nzama 2025), are sure to spark the curiosity of our readers.

Yet, this edition still reflects the prevalent zeitgeist, and issues that are topical to society in general are also reflected in articles published in this 25th edition of *Acta Commercii*. As organisations must function in times of increased uncertainty and volatility, the acronym 'VUCA' (volatility, uncertainty, complexity, and ambiguity) becomes more pertinent than ever. Whenever I hear this acronym, I am reminded of the isiZulu word 'vuka', which means 'wake up'. And this is where I make the link: if you want to survive in the VUCA world, you need to *vuka*! Wake up and realise the impact this volatile, uncertain, complex and ambiguous environment has or potentially can have on your business and the management thereof.

Most of the articles in this edition speak to elements of this VUCA environment, and within this ambit, there are a number of articles dealing with human capital issues (see Ntshangase & Ezeuduji 2025). This is evidence of a shift in thinking, as securing human well-being is an important theme as we move closer to what some scholars are terming the Fifth Industrial Revolution (5IR). Furthermore, there is also a definite trend among the articles published to make sense of the so-called 4IR, as is evident with articles dealing with artificial intelligence (AI) and machine learning.

Although the world has emerged into a so-called 'post-COVID-19 era', it still seems as though we have not fully come to terms with how this pandemic has impacted humanity, as submissions still persist dealing with COVID-19 and the aftermath thereof. In this edition, this trend can be seen with two articles appearing that deal with management issues in a post-COVID-19 environment (see Maingehama 2025; Huyser & Van der Merwe 2025).

Entrepreneurship and small business management remain a popular area of scholarship, due, in part, to South Africa's political-economic agenda as a developing economy. Marketing, supply chain management (see De Wet, Niemann & Schutte 2025), strategy (see Rahman, Iqbal & Carolina 2025), sustainability business rescue and risk management (see Jombe & Pretorius 2025; Mtotywa & Mohapelo 2025) remain popular avenues of publication.

I am also pleased to announce that *Acta Commercii* is on the trajectory of breaking free from the label of a 'local' journal. International submissions are on the rise, and published manuscripts include authors from Indonesia and Zimbabwe. Furthermore, published manuscripts also address contexts further afield than South Africa, and manuscripts in this edition also address issues in Zimbabwe, Botswana, and Indonesia.

Lastly, I would like to take this opportunity to thank the authors of our published articles for standing by *Acta Commercii* and submitting interesting, attention-grabbing and relevant work to our journal. Also, I wish to express my gratitude to our dedicated team of reviewers. You do this not for any compensation, but for your trust in the integrity of *Acta Commercii* and out of your own goodwill. A special word of thanks must be extended to the team at AOSIS in Durbanville, Western Cape province. Your professionalism, dedication and hard work make my task as Editor-in-Chief a pleasurable one.

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