

# Editorial Preface

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## INTRODUCTION

COVID-19 outbreak in 2020 caused global disruption in national healthcare systems, economies and societies around the world. COVID-19 waves continue affecting the health and wellbeing of citizens and impact negatively on economic recovery.

Governments must be aware of the importance of having robust national healthcare systems, increase funding for research and invest in digital healthcare. It is important to support companies hit by the global health crisis, boost the creation of new jobs and reduce the inequality, which was increased during the pandemic. They must learn the lesson from this global disruption and develop more scientific and research collaborations as well as interfirm collaborations (Del Giudice & Magione, 2014; Ordóñez, 2005) to have the capacity to take rapid actions and develop innovative solutions for future challenges. Governments and companies need to build strategic human capital to reinforce their competitive advantage and leadership, share knowledge (Zhang et al., 2018; Xiao, Zhang, & Ordóñez, 2017) and transition successfully to normal, in the post pandemic scenario. Another challenge is the transition towards a circular, green and more resilient economies and societies, which can be a source of new market opportunities too (Bradač Hojnik, 2021; European Commission, 2021; Iqbal, Rifat, & Nisha, 2021; Ordóñez, Zhang, & Almunawar, 2021; Sillanpää & Ncibi, 2019; Striani, 2020).

Therefore, it is important to explore the role of human capital, knowledge management, leadership, and information technologies in the creation of organizational competitiveness and sustainable performance for companies and nations.

*International Journal of Asian Business and Information Management* will increase its focus on providing insights and practical lessons on how to address current and emergent challenges for companies in Asia.

## CONTENTS OF THE ISSUE

In Issue 2 (2021), *International Journal of Asian Business and Information Management* presents a collection of 10 papers that addresses a wide variety of issues with a focus on several Asian countries, with special attention on India: from corporate governance and firm performance in Pakistan, commodity and equity markets in India and mobile wallet intention in Philippines, to transformational leadership in Pakistan, mobile purchase in India and human resource management in India, just to name of few topics discussed included in the issue. Let's briefly present the collection of papers chosen for this issue.

The first paper of the issue, titled "Institutional Ownership Board Characteristics and Firm Performance: A Contingent Theoretical Approach", examines the moderating role of financial institutions with corporate governance and firm performance variables in the light of a purposely developed contingent theoretical framework. The current study analyzed an unbalanced panel of 287 non-financial sector firms listed on Pakistan Stock Exchange (PSX) from 2005 to 2015 by using the technique Arellano-Bond dynamic panel-data estimation under assumptions of generalized methods of moments (GMM). The contingency framework proposed in this study confirmed the moderating role of financial institutions in corporate governance and performance variables. Empirical evidence revealed that higher level of institutional ownership in firm's ownership structure although discourages the large size board but encourages higher ratio of independent directors in the governing body. To the best of the authors' knowledge, the current study provides a deeper understanding regarding the

role of financial institutions in corporate governance and performance mechanism particularly in the context of Pakistani emerging economy.

The paper titled “Commodity Transaction Tax (CTT): Nature of Correlation Dynamics and Volatility Linkages Between Indian Commodity and Equity Markets” studies the time-varying correlations and volatility linkages between commodity and equity markets before and after the implementation of the commodity transaction tax (CTT) in India in 2013. The study utilizes symmetric and asymmetric DCC-EGARCH model to estimate correlation dynamics. Evidence suggests that the volatility and dynamic correlation linkages between commodities and equity markets are significantly affected by the triggering events. The time-varying correlations of Comdex-Nifty 50 show an unintended steep decline in the post-CTT period. It is an indication of a “flight to quality” phenomenon, where investors move capital from non-agricultural commodity futures to other cross markets and international markets. However, DCC of Comdex-Dhaanya pair is highly volatile in the post-CTT period and also noticed an increased correlation and volatility between the Dhaanya-Nifty 50 pair. Moreover, the correlation dynamics reveal a certain degree of interdependence between the cross markets, which are lower especially during the triggering episodes.

The paper titled “Effect of Job Fulfillment Over Employee Performance Execution at the Workplace: A Study Based on Identifying the Significance of Demographical Characteristics” states that the workplace performance is an outcome of workplace satisfaction. It is essential to comprehend how workers can be held through making their job-related needs fulfilled to let them spurred towards delivering an exemplary performance in turn. As the work competitiveness relies upon the worker job fulfillment at the workplace, it contributes allot to their career growth too. It improves their work efficiency as well as builds the worker’s nature of work. Target and accomplishment relies on upon job fulfillment and thus contribute for hierarchical achievement and development, improves the efficiency, and builds the nature of work. The terms satisfaction and fulfillment can be used interchangeably. Various job satisfaction factors when clubbed together help in securing the employee’s ultimate job fulfillment. This study is an attempt to relate the term job-fulfillment with job-satisfaction, reveal the various demographic factors that are associated with the job-fulfillment, and identify its actual impact over employee performance execution at the workplace.

The paper titled “The Effect of Reciprocity on Mobile Wallet Intention: A Study of Filipino Consumers” analyses literature on reciprocity by exploring a prevalent social and economic phenomenon in the Philippines where individuals with positive mobile phone balances can SMS loads to acquaintances. This practice is known as “pasaload”—an abbreviation of Pass-A-Load. The research was designed based on the literature review that in turn resulted in a research model that focused on six constructs: reciprocity, loyalty, habit, switching costs, trust, and future repurchase. Hypotheses were developed as the basis for a scaled survey of 1050 Philippine smartphone users, with the questions adapted from but adhering closely to the original questions from appropriate articles in the literature review. Overall the mediating effects from the two models are consistent with the expectations from the literature and analysis. In the Philippine context, habit might be a strong mediator even if the true financial and convenience costs to switch is low.

The paper titled “Transformational Leadership and Organizational Change Examining the Mediation Approach of Knowledge Sharing” explores the transformational leadership behavior for organizational change by creating the environment of sharing knowledge in organizational and individual level of the organization for a sample of 300 employees and their managers. The data analysis using confirmatory factor analysis and structural equation modeling explores the results of knowledge sharing for organizational change. Rather, this study explains the two dimensions from transformational leadership to knowledge sharing and organizational change, and their relationship has been identified. The results show that transformational leadership has a strong and significant relationship with knowledge sharing, knowledge sharing has strong and significant relationship with organizational change, and at last, the transformational leadership has positive and significant relationship with organizational change. This study also explores the theoretical, managerial, and practical implications.

The paper titled “Usability Engineering and HCI for Promoting Root-Level Social Computation and Informatics Practice: A Possible Academic Move in the Indian Perspective” states that human-computer interaction talks about designing IT and computing technologies in the context of man-machine interaction. Man-machine interaction (MMI), human-machine interaction (HMI), usability experience design, human-centered designing, user-centered designing are the related areas and responsible for the designing and development of interface of electronics products viz. computers, laptops, systems, mobiles, smart phones, etc. Educational and training is important for the social as well as economic development in several contexts. Knowledge delivery system is the reason for development and also developed nation. A few current and emerging technologies which include big data management, cloud computing, green computing, data science, internet of things (IoT) are also allied with HCI and usability engineering in different contexts. India is a developing country, and more enhancement is possible with integration of IT. In the developed countries, various educational degree and training programs are running at Bachelors, Masters, and Doctoral degrees in the areas of HCI and usability engineering, but in a country like India, such programs are missing. In this conceptual paper, a few aspects of usability engineering and HCI have been explored for creating true IT-enriched society. The paper is also proposed some possible and future potential programs for a healthy social informatics world.

The paper titled “Long-Run and Short-Run Linkages Between Credit and Output: An Appraisal of the Districts of West Bengal in India” states that an appropriate link between the financial sector and real sector is required to have a balanced growth and development of a country as well as its regional levels particularly for the countries whose financial developments are not being saturated. In the present study, the authors have examined whether there are long run equilibrium relation between financial development (proxied by commercial bank credit) and real sector’s development (proxied by net district domestic products) and short run causations for the districts of the state of West Bengal in India for the period 1993-2014. Applying the Engel-Granger cointegration and Granger causality approaches, the study reveals that there are cointegrating relations between credit and domestic products of the 13 districts out of which errors are corrected for 10 districts. Further, there are unilateral causal relations between the variables in nine districts with 11 producing no such causal relations. The study thus prescribes for strengthening the two sectors’ developments so that there can be appropriate linkages between credit and output across the district levels in the longer runs.

The paper titled “Revisiting Brand Personality Attributes: Mediating Role of Brand Attitude” studies the influence of different brand personalities on buyers’ purchase intention and examines the role of buyers’ brand attitude. Data were collected through questionnaire survey. Analysis of 317 valid responses was carried out using AMOS 20. Five brand personality attributes such as responsibility, activity, emotionality, ruggedness, and competence were found to be prime brand personalities to predict buyer’s brand purchase intention. Effects of these personalities except emotionality were found to influence buyers’ brand purchase intention through the mediating effects of buyers’ brand attitude. The findings will help the organizations in designing and redesigning their product differentiation to position the brand in the market to enhance the conversion rate of potential customers. This study identifies five brand personality attributes those are more decisive in inducing buyers’ purchase intention in Indian context than other brand personality attributes those are commonly thought to be associated with cell phones.

The paper titled “Development of a Model for Review Sharing in the Context of Mobile Phone Purchase Amongst Indian Millennials” states that online reviews provided important information towards affecting consumers’ online shopping behavior. However, little research had been done in India how reviews influence young consumers’ online buying behavior and review sharing. Millennials are experimental in nature and also are influenced by peers. The purpose of this research was to study the influence of online reviews on millennials’ purchase behavior and study the characteristics. It was carried out in two phases in series (quantitative survey followed by qualitative interviews). The analysis was carried on primary data collected from a sample of 297 millennials with diverse backgrounds through an online survey. Factor analysis was then used in the first phase. Scale development was done to operationalize variables followed by structured equation modeling. A model on online

customer reviews (OCR) sharing was developed. ANOVA was used for hypothesis testing. Qualitative findings arrived through content analysis. The research empirically attributed that reviews matter for individuals with distinguishing traits.

Finally, the last paper of the issue, titled “Impact of HR Practices on Organizational Effectiveness: A Study with Reference to Engineering Colleges in Chennai, Tamil Nadu” identifies the factors for both HR practices and organizational effectiveness along with what extent HR practices impact organizational effectiveness. The data were randomly collected from faculty working in engineering colleges located in around Chennai. An analysis of the data identified compensation, employee performance evaluation, recruitment and selection and training practices are the important HR factors. Similarly, employee recognition, development and encouragement, organizational policies and procedures, and organizational structure are the factors identified for the organizational effectiveness after analyzing the results generally are in tune with previous studies. Regression analysis was applied to test the impact of HR practices on organizational effectiveness, and it is found that there is a strong relationship between the two. It highlights compensation practices are the crucial element of HR practices and have a significant impact on the organizational effectiveness.

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