

Editorial Note

In celebration of the 50th Anniversary of the Sri Lanka Institute of Marketing (SLIM), it is a great pleasure to introduce the inaugural issue of the South Asian Journal of Marketing (SAJM). SAJM is a peer-reviewed open access bi-annual scholarly outlet for publishing new knowledge in Marketing in local, Asian and even in global contexts. The SAJM aims to provide a platform to publish contemporary, high-quality and original research papers in Marketing while providing room for insightful reviews, conceptual papers, empirical papers that employ qualitative, quantitative and/or mixed methods approach. As such, the Journal aspires to be vibrant, engaging, accessible, but challenging. The Journal will be published with the Emerald Publisher from its Vol. 2 Issue 1 onwards, and thus being the first Sri Lankan Journal to be published with Emerald.

The Journal accommodates three types of papers. Firstly, Critical Reviews, which provide critical and concise yet comprehensive and contemporary review of a particular theme specific to Marketing Management. Secondly, Conceptual and Empirical Research Papers which are more common and demonstrate sound theoretical, empirical and/or methodological underpinning and make clear contribution to the knowledge in the field of Marketing. Finally, Book Reviews.

The current inaugural issue of SAJM propagates new marketing knowledge through six research papers and a book review that critically explore current marketing and/or business issues in both local and South Asian contexts.

The first paper aims to examine the impact of self-congruence on emotional brand attachment in the Sri Lankan context by taking the smartphones consumers on board. The study disclosed that self-congruence positively impacted on emotional brand attachment while utilitarian benefits were moderating the relationship between self-congruence and emotional brand attachment. The investigation of the moderating impact is an original contribution to the knowledge. The second paper is aimed to examine the influence of Emotional Intelligence (EI) on the possible link between Internal Business Process (IBP) and Customer Service Performance (CSP) in the Sri Lankan banking sector. The findings revealed that IBP has a significant and positive influence on CSP of the banking industry of Sri Lanka. It was also found that EI has a positive moderating effect on the relationship between IBP and CSP in the banking sector.

The third study aims at understanding the impact of value co-creation on customer satisfaction in event planning while examining the moderating effect of process enjoyment. This research fills the gap in the existing literature by investigating value co-creation, process enjoyment and customer satisfaction in event planning, particularly in the context of wedding planning.

Keeping the substantial growth of sharing economy in view, the fourth paper has predicted the passengers' Uber adoption behaviour from a Bangladeshi perspective. Utilizing the structural equation modeling, researchers found that performance expectancy, effort expectancy, attitude, price value, and trust in Uber, positively induce Uber adoption intention. Furthermore, Uber adoption intention has been investigated as a mediator in the actual Uber adoption behaviour. The influence of green marketing mix on customers' green purchasing intention in Sri Lanka is the focus of the fifth paper. Green product and green price were proven to have a significant impact on green purchase intention in supermarkets in Sri Lanka mainly due to the customers' environmental attitudes. The sixth paper is focused on evaluating the relationships between Green Technology Initiatives, Customer Brand Engagement, and Brand Loyalty in the Sri Lankan banking sector. The findings of the study supported the investment in future green technology practices in the banking sector in Sri Lanka.

Last but not least, the book review is focused on the book titled, "Marketing 4.0: Moving from Traditional to Digital". While recommending the book as one such book that can be commended for its application of theories using models and cases, the reviewer argues that the book has failed to explain "paradigm shift" in Marketing 4.0, unlike the other versions of Marketing 1.0, 2.0 and 3.0.

Further, the Journal takes this opportunity to appreciate all the authors for their impactful scholarly contribution; valued editors, associate editors and reviewers for their excellent contribution which helped in maintaining the quality of the Journal. The sense of obligations to the President, Council, and the Executive Committee of SLIM are expressed for their kind support for the Journal and for strengthening the same in various aspects.

The future issues of the Journal would provide a platform for academic dialog in the field of Marketing while marinating changes in the behavioural aspect of the consumers, advancement in technology, sustainability issues and developments as key priorities.

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