

**ASIAN JOURNAL OF MANAGEMENT STUDIES**Journal homepage: <https://www.sab.ac.lk/ajms/>Faculty of Management Studies  
Sabaragamuwa University of Sri Lanka**Editorial Note****M.S.M. Aslam**

As the Editor-in-Chief of the Asian Journal of Management Studies (AJMS), it is a great pleasure for me to launch the inaugural issue of the AJMS. Although the initial concept of AJMS is a couple of years old, I am glad that as a Faculty, we could launch the journal with parallel to the 25<sup>th</sup> Anniversary celebration of the Sabaragamuwa University of Sri Lanka (SUSL). As journals are inevitable scientific communication channel for academic and research institutions, the AJMS is a double-blind peer-reviewed open access bi-annual scholarly outlet published by the Faculty of Management Studies, SUSL. The journal aims to provide a platform to publish new, high-quality and original research papers in the Management discipline in local, Asian, and global contexts.

The journal accommodates three types of papers: review papers, conceptual papers, and empirical papers that employ quantitative, qualitative and/or mixed methods approaches. Review papers provide critical and concise yet comprehensive and contemporary review of a particular theme specific to Management. In contrast, conceptual and empirical papers are more common and demonstrate sound theoretical, practical and/or methodological underpinning and make a clear contribution to the Management discipline.

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The inaugural issue of AJMS comprises six research papers and a book review that critically explores contemporary management and/or business issues in both local and Asian contexts. The first article investigates the South Asian Free Trade Area's desirability, considering its potential in generating trade creation and trade diversion effects by controlling the trade persistence, which is often ignored by the previous studies. The second paper reports a case study carried out to explore the gaps in data and information management, with the ultimate objective of ensuring a disaster-minimised district concerning Badulla district, which has recorded the highest number of disaster events in Sri Lanka. The study revealed shortcomings in data collection, data storage, and data sharing, which are essential aspects of disaster management.

The third article aims to identify the factors influencing youth unemployment in Sri Lanka using a subsample of 3,562 youths derived from the Sri Lanka Labour Force Survey published in 2018. Findings stemmed from binary logistic regression analysis revealed that skill mismatch, including language and digital literacy and geographical mismatch, including province, influences youth unemployment in Sri Lanka. Moreover, this study showed that the probability of being unemployed is high among young females, youths who are educated up to post-secondary level, vocationally trained youths, and youths with heightened language and digital literacy levels.

The fourth article attempts to identify the impact of market orientation on organisational performance concerning small and medium scale tourist hotels in Southern province in Sri Lanka. Grounded in the market-orientation theory, this paper reveals that competitor orientation, customer orientation, and social benefit orientation significantly influence the organisational performance of small and medium scale tourist hotels in Southern province in Sri Lanka. The fifth paper explores the factors influencing the cloud-based accounting, one of the most rising and immaculate areas in the field of accounting. Data collected from 200 accountants in Sri Lanka, it was revealed that human, technological, organisational, and environmental factors positively and significantly influence cloud-based accounting adoption.

The sixth article, titled “The Technical Efficiency of Small-scale Tea Plantation in Sri Lanka” investigates the technical efficiency of smallholder tea farmers (STFs) in Sri Lanka by employing stochastic production frontier using a sample of 120 STFs. The results showed that the average technical efficiency of selected STFs is 78.44 per cent. Gender and access to quality extension services were identified as the most significant variables influencing technical efficiency. The results further showed the labour is the most critical factor for tea production. Finally, the book “Towards A Common Future: Understanding Growth, Sustainability in the Asia-Pacific Region” edited by Banik, A., Barai, M. K. and Suzuki, Y. (Palgrave Macmillan; 1<sup>st</sup> Edition, 2017), is comprehensively and critically reviewed. Future issues of the journal will focus on fostering an intellectual dialogue in contemporary issues in management.

On this momentous occasion, I would like to extend my sincere gratitude to all the authors for their valuable contribution through research articles, the reviewers for their constructive comments that helped to improve the quality of the papers, and the language editors for their services rendered to the journal.