

SLIM launches South Asian Journal of Marketing: Volume 2



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# The South Asian Journal of Marketing



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The SLIM Research Bureau (SRB), the newly formed research arm of SLIM, recently launched the first issue of the second volume of the South Asian Journal of Marketing (SAJM) together with the Sabaragamuwa University of Sri Lanka and Emerald Publishing, UK.

The recently launched SRB is committed to supporting students, marketers, SMEs and entrepreneurs to be at the forefront of decision-making and planning, as a trusted and reliable source. Furthermore, this initiative focuses on the enhancement of innovation, education and learning to strengthen the marketing community, academia and industry on the journey towards a knowledge-based economy.

The South Asian Journal of Marketing is the first-ever Emerald Journal established in Sri Lanka in association with Emerald Publishing, UK. As the Founding Editor/ Co-Editors-in-Chief, Professor Jayantha N. Dewasiri stated, “This issue is dedicated to the late Professor Uditha Liyanage, an invaluable contributor to the development and elevation of the marketing fraternity in South Asia, who tackled diverse subjects that are faced across the global marketing industry”.

Professor Uditha Liyanage was an Honorary Fellow Member of the Sri Lanka Institute of Marketing (SLIM), a past member of the Board of Study at SLIM, a Chartered Marketer and a Fellow of the Chartered Institute of Marketing (CIM). He also served as the Director and Professor at the Postgraduate Institute of Management (PIM), University of Sri Jayewardenepura. This issue is dedicated in his memory with extreme regard and aims at honouring his dedication to the marketing arena.

Commenting on the launch of the first issue of Volume Two, SLIM President Thilanka Abeywardena stated, “To navigate challenges of the post-pandemic economy, it is crucial to acknowledge the importance of nurturing knowledge-based industries, businesses and a society at large. SLIM Research Bureau was launched as part of the ‘Future-Ready Sri Lanka’ national initiative spearheaded by SLIM, with the aim of encouraging marketers, entrepreneurs, students and business leaders to support their commercial and non-commercial/ academic research needs. This publication is another important step towards achieving this objective.”

As the managing partner, Professor Athula Gnanapala (Dean, Faculty of Management Studies) stated, “We are excited to be partnered with the Sri Lanka Institute of Marketing and Emerald Publishing to establish the first-ever Emerald journal based in Sri Lanka.”

The first of these original research contributions was by Salim Moussa on ‘Contamination by citations: references to predatory journals in the peer-reviewed marketing literature’.

The third research contribution is by Rekha Dahiya, Dimpay Sachar on ‘Discriminant analysis application to understand the usage of digital channels while buying a car.’ The study reveals that buyers of cars are making ample usage of digital channels wherein websites are the most used digital channels and smartphones are the most used digital devices used by car buyers.

The penultimate contribution, ‘Users’ attitude and intention to use mobile financial services in Bangladesh: an empirical study is by Md. Tanvir Alam Himel, Shahrin Ashraf, Tauhid Ahmed Bappy, Md. Tanaz Abir, Md. Khaled Morshed, and Md. Nazmul Hossain. In this study, the

authors investigate customers' attitudes and intentions to adopt mobile financial services (MFS) and explore determinants and consequences of attitude toward using MFS. The final research contribution included in this issue is on 'Impacts of Binge-Watching on Netflix during the COVID-19 pandemic' by Kazi Turin Rahman, Md. Zahir Uddin Arif. The Co-Editors-in-Chief, Professor Sudhir Rana, and Professor Muhammad Kashif stated, "We are thankful to authors, reviewers and publishing counterparts for their continued collaboration to make this issue exciting and apt to the aims and scope of the South Asian Journal of Marketing (SAJM).

The South Asian Journal of Marketing (SAJM) features an open-access format, which ensures enhanced visibility and global exposure. The first issue of the Volume One can be easily accessed through [www.slim.lk/www.srb.lk](http://www.slim.lk/www.srb.lk) or <https://www.emeraldgroupublishing.com/journal/sajm>.

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