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**Editorial Note****MSM Aslam**

On behalf of the editorial board of the Asian Journal of Management Studies (AJMS) and managing editors, as the Editor-in-Chief it is an immense pleasure and privilege to launch the 2nd issue of the second volume of the AJMS in December 2022. The global economic recessions and the critical need for sustainability in the economy, socio-culture and environment, led the world to be embraced with interdisciplinary and multi-disciplinary research and knowledge integrated 4th Industrial Revolution. This compels human society to look beyond conventional wisdom to ensure innovative, inclusive, and symbiotic approaches through scientific communication. AJMS proudly claim it as a multidisciplinary and interdisciplinary online journal, which is very closely available for readership from academics, researchers, policymakers and practitioners. Although the entire nation and institutions are undergoing a severe economic crisis, rapid digital transformation helped us to continue the consistent scientific communication of AJMS by releasing the 2nd issue of the second volume of the AJMS as per the schedule.

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This assures the researchers and academics to earmark their prompt scientific and research contributions in building trust between AJMS and its stakeholders. As usual prompt double-blind peer-reviews along with an efficient editorial process facilitated the authors to showcase their latest research findings in our open access bi-annual peer-reviewed journal published by the Faculty of Management Studies, SUSL. The journal is obsessed with a platform to publish new, high-quality and original conceptual and empirical research papers.

The second issue in the second volume of the journal also accommodates three types of papers: empirical papers, conceptual papers and review papers that adopt quantitative, qualitative and/or mixed methods approaches. The conceptual and empirical papers are more common and derived through sound theoretical, practical and/or methodological intensification and make a clear contribution to the diverse disciplines along with management. In addition, Review papers provide a critical, concise, comprehensive, and contemporary review of a particular theme specific to management.

The second issue in the second volume of AJMS comprises six research papers and a book review that critically ascertain contemporary management and/or business issues in both local and overseas contexts. The first article the impact of Perceived Corporate Social Responsibility (PCSR) on purchase intention across multi-generations. As the impact of generations on perceived corporate social responsibility, purchase intention and brand trust is not well documented, and theoretical explanations have been inconsistent, this paper attempts to investigate the direct relationship of perceived corporate social responsibility with purchase intention, mediating effect of brand trust, and the moderating effect of generation X and Y. By using least square - structural equation modelling (PLS-SEM) the data were analyzed that collected from 392 individual consumers through stratified random sampling technique. The second paper elucidates the analysis of the interdependent trading behaviour of investors in foreign and local contexts with a particular reference to the Colombo Stock Exchange (CSE) of Sri Lanka. This study intends to fill the gap in the local literature regarding behavioural aspects and independence among foreign and local investors within their investment policies, procedures, and actions. The secondary data was collected from a statistical sample drawn from daily trading statistics of CSE, covering four main investor

groups namely foreign institutions, foreign individuals, domestic institutions, and domestic individuals concerning buying and selling actions for the period from 2007 to 2019. This paper unveils the nature of daily purchases turnover, sales turnover, share volume traded purchases, and share volume traded sales.

The third article explores green practices as antecedents of tourists' perceived value, satisfaction and loyalty, with special reference to Sri Lankan eco-hotels. The four variables; value perception of tourists, satisfaction, revisit intention, and readiness to spread positive word of mouth have been investigated by adapting stakeholder theory perspectives. It reveals that eco-friendliness and green practices inspire and attract tourists beyond the tangible demonstration at the hotels.

The fourth article explores supply-driven Factors of Inflation in Sri Lanka with the support of the ARDL Approach. The empirical findings in the paper reveal that crude oil prices, exchange rate and rice prices impacted inflation in the short-run, even though the supply-driven variables such as crude oil and exchange rate are estimated to impact inflation in the long run and the Central Bank of Sri Lanka (CBSL) believe to control demand pressure. The paper intensifies the vigilant intervention of policymakers to monitor every moment in the economy with the right policy measures. The fifth paper investigates the impact and mediating role of the store environment on the repurchase intention and image creation for retail supermarkets in Sri Lanka. The paper elucidates the perception of 183 customers through a questionnaire on the different attributes of the store environment that positively impacts customer repurchase intention and image-building retail supermarket. The identified key attributes for a pleasant store environment include the ease of moving within supermarkets, pleasant lighting within supermarkets, mechanizing in stores, attractive display, and convenient location. Thus, the key attribute for image building encompasses external and internal decorations of stores, knowledge of sales personnel, quality and assortment of products, and fair and competitive prices.

The next paper in the issue assesses the sustainability performance of social practices in manufacturing supply chains. The paper has adopted the quantitative approach and a questionnaire survey has been carried out among 88 apparel manufacturing companies in Sri Lanka to investigate the

social practices in ensuring social sustainability. Besides, most business organizations highly focused only on economic sustainability in the triple bottom line. The paper reveals the positive impacts of social sustainability practices on all three components of the triple bottom line. The last paper of the issue is a book review on the commendable scholarly contribution of Colleen Ammerman and Boris Groysberg; “Glass Half Broken: Shattering the Barriers that Still Hold Women Back at Work”, published as 1st edition in 2021 published by Harvard Business Review Press. The review portrays the significance of the inclusivity and equality of women in the sustainable development process concerning the book. In light of the review, the book embraces comprehensive analysis to provide guidelines to change the conventional mindsets and structures to perpetuate gender inequality which persists in contemporary organizations subtly. Subsequently, the review enlightens the revival of gender equality in the world, even though fails to remove the glass ceiling completely. The conclusion of the review claims the book is a toolkit to provide specific guidelines and actions to anticipate contemporary business challenges through inclusive growth.

At this remarkable moment of launching the second issue of the second volume of AJMS, I am privileged to extend my sincere thanks to all the authors for their inspiring contributions to scholarly work beyond conventional wisdom. I extend my heartfelt gratitude to all the reviewers for their constructive comments that helped to improve the quality of the papers. I also like to honour and express my sincere thanks to the editorial team and the language editors for their services rendered to the Journal.