

Editorial

The NSBM Journal of Management (NSBMJM) fulfils an obligation towards academia, industry and policy makers. In today's corporate and business environment of diversity, complexity and change, the dissemination of new knowledge merits top priority in meeting new challenges and making use of fresh opportunities. It is not only a global need but also a specific responsibility of Sri Lanka as a developing island nation with an ever evolving knowledge economy geared to face global challenges.

NSBMJM provides a medium for disseminating the findings of study and research on issues, practices and developments in Management among a wide spectrum of stakeholders. Open to contributions from both positivistic and non-positivistic research traditions, the journal invites theoretical studies, empirical investigations, action-based (case study type) research and book reviews for publication. Each contribution goes through an intensive review process prior to acceptance for publication.

This maiden issue of NSBMJM contains five empirical papers and a review paper covering a range of themes. They will be of interest to both local and international readership.

The first paper by J A S K Jayakody deals with leadership. It explores how followers construct charisma, a theme closely associated with the populace of the South Asian region with its legacy of charismatic leaders in personal, organizational and societal development. The writer follows an integrative approach to constructing charisma as a constellation of meanings consisting of leader prototypes, leader archetypes, leader extraordinariness and leader group prototypes developed concurrently through multiple cognitive processes.

Being a developing country, Sri Lanka needs an expanding entrepreneurial class. The second paper by Randi Kailashini Thiranagama, which is a qualitative study of local local entrepreneurship in the SME sector, identifies the personal and environmental factors that contribute to engineers and accountants emerging as entrepreneurs. Entrepreneurial engineers tend to start ventures largely in the field of technology whereas the entrepreneurial endeavours of accountants belong to other disciplines. The practical implications of the study are of relevance to policy makers in promoting the spirit of entrepreneurship in Sri Lanka.

Today's global environment is prone to rising levels of natural disasters with South Asia including Sri Lanka bearing even more than its due share in the recent past. The third paper, a study of disaster management and resilience by Nadira Ahangama and Raj Prasanna is of topical significance. It covers a review of the literature on disaster management and resilience in the global and local contexts and proceeds to identify the theoretical and empirical research gaps in the field. The writers highlight disaster resilience in a multi-stakeholder environment and frame a 'bounce forward' concept as important features of future research.

The fourth paper looks at Management Information Systems (MASs) and strategy. The writers Dinushi Wijesinghe and Dileepa Samudrage examine how technically oriented top managers use MASs for organizational strategy implementation in the Sri Lankan manufacturing sector. They argue that technically oriented top managers use MASs more interactively than diagnostically and prefer the use of innovative to traditional MAS information. Further, they consider that top managers support the implementation of prospector strategy owing to their innovativeness.

Corporate governance is a research theme of growing importance in this part of the world in particular. The fifth paper by G S Mapitiya, A R Ajward and Samantha Senaratne examines the relationship between ownership concentration and the degree of compliance with corporate governance best practices of public listed companies in Sri Lanka. A highlight of the paper is developing a Corporate Governance Index (CGI). The degree of compliance with corporate governance best practices pertaining to board characteristics is significantly lower in closely held companies than in widely held companies. The findings are of practical relevance to policy makers in the region and in Sri Lanka.

The concluding paper, a research note by Nilakshi W K Galahitiyawe and Ghazali Musa, takes a totally different stand from the other papers. It is of value for researchers interested in measuring service quality performance. Noting the inadequacies of the SERQUAL scale, the writers propose INDSERV as an alternative to measure B2B (business to business) service quality performance. They validate the INDSERV scale in the outsourcing function of the hotel industry in Sri Lanka. It shows the need for a field survey to uncover the unique factors that measure industrial service quality in Sri Lanka as it may be a reason for the contextual mismatch of a borrowed scale.

The Editorial Board of NSBMJM wishes to place on record its appreciation of the laudable move by the Board of Management of NSBM to commence an academic journal of this nature. It is a natural but important phase of the development of this national institute of higher learning. Difficult challenges lie ahead in continuing an academic journal with regularity and quality, but they have to be met as the prosperity of our society is dependent on new knowledge generation, dissemination and their application.

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Editor