

## **Editorial**

Researching is now flourishing in Sri Lankan Universities. Bourgeoning number of annual conferences and faculty journals provide evidence in that direction. The provision of research funding must have influenced this development. Being another newly arrived platform for researchers, the NSBM Journal of Management has successfully continued in its third volume. In our previous volume, issue 2 was dedicated to discuss the methodological choices in research. However, issue 1 of volume 3 was opened for academic debates. Accordingly, we have selected five papers, representing three disciplinary areas. Three papers are from Marketing Management, One from Organisation Studies and the other from Operations and Accounting. The papers are presented in the alphabetical order of the author names.

The first paper presented is by Dr. Kumudinie Dissanayake and Ms. C.M.Y.S.S. Bandara on organisation of work and indigenous HRM practice. This is a qualitative study based on archival data. The next is by Ms. G.P. Damsi Dharmaratne and Dr. Nigel Jackson. This is again a qualitative study focusing on customer behavior involved in the context of Sri Lankan wedding ceremonies. The third paper is by Ms. Neranjana Ekanayake and Dr. Chandrasiri Abeysinghe. This is another paper adopting qualitative inquiry benefitting from Organizational Role Theory. It addresses how networking among operational employees create implications on quality management practices of a Sri Lankan automobile service organization, which operates mostly within a Total Quality Management culture. The fourth is by Ms. D M S Gayanika. This paper is again on Marketing Management with special reference to Eco-Tourism. It draws attention on implications of community empowerment over the development of eco-tourism with special reference to tourist resort development. This paper uses quantitative methodology. The final paper by Mr. J.A.S.C Jayasinghe and Ms. A.D.S. Lakmali adopts quantitative methodology focusing on Customer Relations Management in the Sri Lankan hotel industry. The content of this issue of the journal demonstrates some current trends of academic interests. Two papers out of three on Marketing Management study tourism and hospitality industry, which is attracting an increasing interest among researchers. Methodologically, out of five papers, three adopt qualitative inquiries demonstrating a shift of methodological choices from dominant positivism to interpretivist paradigm. Our earnest hope is that researchers would benefit from Sri Lankan managerial practices, emerging market trends and methodological experiences that will be revealed by papers in this issue. Further, we hope this issue of NSBM Journal of Management as usual would make a reasonable contribution to the current body of knowledge in contemporary management studies.

**Dr. A.A.C Abeysinghe**  
**Editor**