

Editorial

Working within an international university that embraces diversity has proven to be a productive environment for innovation and new avenues, which thereby has the potential for intensive and novel research initiatives to progress. Today's international, interdisciplinary, team-oriented, and technology-intensive research has created an environment more fraught with the potential for error and distortion, thus it has become imperative to collaborate with intelligentsia in order to answer questions never addressed before, including those with substantial influence on society.

The new age research is very much focused on its contribution towards the society, as opposed to being limited by disciplinary significance and relevance. The constant aim as well as challenge upheld by our researchers now, is how their research implications could positively serve the betterment of the communities they engage with. At NSBM too, the academia as well as the management strive to investigate into areas that have proven to be both a challenge as well as a contributing aspect towards its surrounding environment and society at large.

This issue, which is the second issue of Volume 03, 2017 of NSBM Journal of Management, focuses on finding inventive and efficient solutions to challenges faced in various industries and its human capital. Consisting of 5 papers from diverse areas, the topics covered range from re-engineering, job performance, entrepreneurship, talent management to travel agent operations.

The co-authors of the first paper, D G M P Menaka Gamage and R H G W Pradeep K Henegedara indicate via their study that there is a direct relationship between social capital and the moulding of an entrepreneur, suggesting that the number of social ties, trustworthy relationships and the social norms shared among the undergraduates within their community affect their willingness to start a new business.

The second paper, co-authored by U D T B Perera and M T D De Silva discusses the intrinsic relationship between job performance and personality traits of the employee, and goes on to prove that personality is a valid predictor which has a statistically significant, strong positive relationship with job performance.

The third paper written by Sulakshana De Alwis examines whether there is a relationship between personality and perceived career choice among Sri Lankan university students. This study reveals that there is no relationship between personality and career choice of the Sri Lankan university students.

The fourth study featured in this issue, is co-authored by Gayani Botejue and Dr. D A C Suranga Silva. The paper assesses the impact of Online Travel Agencies

on Traditional Travel Agencies in Sri Lanka, in order to ascertain the factors that affect traveller buying behaviour.

In her review, Prof. Karunathilaka, skilfully proves that business maturity also affects business performance consistent with Talent Management Practices, further, adding value to the debate between theorists and practitioners on this relationship.

The earnest hope of this issue is that emerging scholars, both local and international benefit from the valuable research experiences and initiatives of the featured authors. Further, the Editorial Board takes this opportunity to place on record their appreciation and sincere acknowledgement for the various contributions and support by all those involved in this endeavour, including the Board of Management of NSBM.

Executive Editors