

Editorial

We welcome the readers to volume 6.2 of the journal, which brings forth diverse research work in Management. Researching real-world issues has always been helpful for the development of a nation and then the world. At NSBM Green University, academia and the management have given priority to such practical issues and has always encouraged a new age of research that fervently contributes towards the betterment or else the development of the community and the nation. As usual, the diversity of the experiences shared here is one such attempt that NSBM has taken to contribute to society at large. This diverse research experience is what makes the issue a unique addition to both national and international database of research.

This issue, which is the second issue of the year 2020 of the NSBM Journal of Management, consists of five papers that discuss research in Management, Marketing and Economics. These papers are from diverse areas ranging from brand equity, impulse buying tendency, strategic planning in state universities to promoting Sri Lankan handicrafts and stock market prices.

The first paper authored by Perera C is a two-country study on the role of customer-based brand equity in higher education. This study assesses the extent to which brand credibility, and eWOM influence customer-based brand equity in increasing brand preference and brand choice intention in the university setting, thus contributing to the services of marketing literature in the university context. The study concludes that the university brand credibility and eWOM could be significant predictors of customer-based brand equity across both Sri Lanka and Vietnam. It further asserts that students' perception of brand equity related to a university is more likely to exhibit outcomes of brand equity, namely brand preference and brand choice intention.

The second paper co-authored by Colombage V K and Rathnayake D T examines the impact of fashion involvement and hedonic consumption on the impulse buying tendency of Sri Lankan apparel consumers with the moderating effect of age and gender. The findings indicate that there is no significant moderating effect from age and gender on the relationships between fashion involvement, impulse buying and hedonic consumption. The study concludes by suggesting that practitioners of fashion retailing should stimulate and fulfil the hedonic needs and desires of fashion consumers to persuade them for more fashion-oriented impulse purchases.

'Higher education, the demand and the service' is a controversial topic in Sri Lanka. Adhering to the controversy, the third paper written by R. Vivek and Y. Nanthagopan explores the key components to consider for strategic planning in Sri Lankan public universities. The findings of the study identify that Global Reputation, Technology Oriented Education, Human Resource Development, Fundraising / Fund generating, Curriculum Quality, Graduate Employability, and Academic Innovation as the specific factors that should be focused on in strategic planning.

“Promoting Sri Lankan Handicrafts to the Global Market” authored by Koswatta I is the fourth paper in the journal. This paper aims to understand the impact of fusion branded crafts and the tourism sector on the handicraft industry in Sri Lanka. The evidence gathered through questionnaires shows that there is a strong preference for fusion and branded crafts. Exploration of handicraft promotion strategies in terms of the rising tourism market has been suggested for future research.

The final paper, which is authored by T S Weeraratne discusses the relationship between three macroeconomics indicators and the stock market prices of three South Asian frontier markets, namely, Sri Lanka, Bangladesh, and Vietnam, proving that Frontier markets with very high growth potentials and mounting opportunities are gold mines to the right set of investors. Thus, this study brings some results that will help various stakeholders, such as economic policymakers, academics, investors, and investment advisers, in numerous ways.

By publishing this issue, we hope that we contribute to the research community of scholars both at the national and international level. We also hope that they will benefit from the research initiatives of the featured authors. Further, the Executive editors take this opportunity to appreciate the various contributions and support by all those involved in this publication, including the Board of Management of NSBM Green University.

Executive Editors

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