Preface

THE ORIGIN OF THE BOOK

The idea for the book Managerial Strategies and Solutions for Business Success in Asia comes from the International Journal of Asian Business and Information Management. This journal has been published since 2010 by IGI-Global.

The mission of the journal is to establish an effective channel of communication between academic and research institutions, policy makers, government agencies, and individuals concerned with the complexities of Asian business, information technologies, sustained development, and globalization. The International Journal of Asian Business and Information Management promotes and coordinates developments in the field of Asian studies, as well as presents strategic roles of IT and management towards sustainable development.

The journal covers a wide variety of topics, from business, ethics, competition in a global economy, cultural and creative industries to entrepreneurship, leadership, sustained development and tourism in Asia, among others.

In 2016 the journal was indexed in Emerging Sources Citation Index (ESCI) of (Thomson Reuters), a new index in the Web of Science™ Core Collection. As Editor in Chief of the journal, I would like to take this opportunity to congratulate IGI-Global staff for their continuous support and work in the development of the journal, authors for their commitment to submit high quality papers, our Editorial Advisory Board members for their continuous support in identifying new topics of interest for the journals and the reviewers for their time and effort in providing constructive feedback for authors.

In 2016 the International Journal of Asian Business and Information Management published four regular issues, with a total of 16 academic articles written by leading experts on these topics. The journal published 5 books reviews of recently published books on a variety of topics related to Asia: Modern Art in Pakistan: History, Tradition, Place, Religion and Modernity in the Himalaya and The Sutta-Nipata. A New Translation from the Pali Canon, Routledge Handbook of Japanese Culture and Society and Ancient Proverbs and Maxims from Burmese Sources: Or, The Nīti Literature of Burma.

For 2017, our goal is to increase the submissions of papers from Central Asia, the Himalayan region and South East Asia. Readers of our journal will find interesting insights on these countries in coming issues. Central Asian countries, such as Afghanistan, Tajikistan, Turkmenistan and Uzbekistan, play a geostrategic role in world economy and politics, and academic articles about these countries do not abound.

Another goal of journal is to publish special issues about the impact of tourism on economies and sustainable development in specific Asian countries, like Bhutan, Brunei, Laos or Myanmar. Myanmar is a good example of the extraordinary increase in the number of tourists visiting the country in the last
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4 years and its impact on social and economic development. Recent elections in November 2015 bring a new scenario in the country, with many challenges and opportunities for Myanmar people.

Due to my role of Editor in Chief of International Journal of Asian Business and Information Management, international research projects and publications on Asia as well as my frequent trips to South East Asia and the Himalayan region, I can have direct and privileged access to insights and challenges of the Asian region as well as to leading academics, businessmen and policy makers and select innovative topics on business, economy and society in Asia for editing new books on Asia.

TOPICS OF THE BOOK

The book *Managerial Strategies and Solutions for Business Success in Asia* presents a collection of 16 chapters on Asian business, economy and technology. Manuscripts address relevant topics in these fields of research and experts offer insights on how to develop business strategies in this strategically economic region of the world. Asia is one of the key economic players in the globalised economy and education and tourism will play a crucial role in the economic and social development.

Some contributors are authors of best papers published in *International Journal of Asian Business and Information Management* in 2015-2016 while other chapters are written by leadings academics and experts in the field of technology and sustainable business in Asian countries as Bangladesh, Japan, India Malaysia, Sri Lanka and Taiwan, to name a few.

TARGET AUDIENCE

The book *Managerial Strategies and Solutions for Business Success in Asia* offers timely and in-depth analysis on Asian economy, business and management with a clear international and interdisciplinary approach. It is a comprehensive resource for academics, PhD students, experts, policy makers and government officials, as it contains a wealth of valuable research on theories and practices which underpin successful business and management in Asia.

ORGANIZATION OF THE BOOK

The book is organized into 16 chapters. A brief description of each of the chapters follows.

Chapter 1 (“Customers’ Perceptions of Green Banking: Examining Service Quality Dimensions in Bangladesh”) proposes that banks today promote eco-friendly financial services by widely adopting the concept of green banking. This is generally done to minimize the impact of environmental degradation in their business activities. Besides its usefulness for environment, green banking also acts as a competitive edge for banks by offering customers with new channels of financial services delivery. However, service experiences and quality of service delivery often defines customers’ perceptions towards the adoption of such services. This paper aims to study service qualities and other underlying factors that influence customers’ behavioral intentions towards using green banking in Bangladesh. Under PLS-SEM technique, factors like reliability, privacy, responsiveness, empathy and information quality has significant positive effect on performance expectancy; while, performance expectancy, effort expectancy and facilitating
conditions significantly influence customers’ behavioral intention. Implications of these findings can provide practical recommendations and directions for further work to banks in Bangladesh.

Chapter 2 (“A Process-oriented Warehouse Postponement Strategy for E-Commerce Order Fulfillment in Warehouses and Distribution Centers in Asia”) states that the retail and logistics industry has been revolutionized by the emerging trend of e-commerce business. End-consumers are able to purchase items from online shops from any corner of the world. However, logistics service providers (LSPs) have been facing fundamental challenges in complying with the ever-increasing needs of providing proper supply chain solutions. In view of the increasing concern over the order fulfillment performance of LSPs, this article theoretically and practically extends the conventional supply chain postponement strategy into an order fulfillment strategy, namely Warehouse Postponement Strategy (WPS), which is a process-oriented tactic addressing logistics process postponement. A case example is provided to introduce an intelligent knowledge-based wave put-away decision support system (IKWPS), which practically realizes the concept of warehouse postponement strategy. With IKWPS and the embedded concept of WPS, logistics practitioners are enabled to gain the competitive advantage of “last-mile” delivery through enhancing end customer loyalty.

Chapter 3 (“Analysing the Effect of Value in Online Communities on Satisfaction in Online Socialisation and Knowledge-Sharing Intentions of Eco-Tourist”) presents a study, which is based on social exchange theory (SET), focuses on the capacities of social media to provide such means by examining the effect of value in online communities (VOC) in social media platforms on satisfying ecotourists’ online socialisation and knowledge sharing. Based on the data obtained from 543 ecotourists and analysed by structural equation modelling (SEM), the results of this study confirmed that VOC, which embeds the SET factors of cooperation, reputation, trust and altruism, significantly influenced ecotourists’ satisfaction in socialisation and knowledge-sharing intentions through social media. Furthermore, VOC served as a higher-/second-order factor reflected by the indicators of cooperation, reputation, trust and altruism. Finally, ecotourists’ satisfaction in socialisation exerted a significant mediating effect between VOC and knowledge sharing.

Chapter 4 (“Business Excellence Strategies for SMEs Sustainability in India”) suggests that Small and Medium Enterprises (SMEs) are fuelling the engine of economic growth apart from promoting equitable development. They provide large employment opportunities at comparatively lower capital cost apart from enabling industrialisation of backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. This is more so in the Asian economies and undoubtedly SME is an important contributor to Indian economy. However, globalisation is bringing new opportunities. To seize these opportunities, SMEs need to relook at their business and strategize for excellence. Hence, the core objective of this chapter is to explore whether adopting excellence models can help SMEs to attain sustainability. Through in-depth literature review and grounded theory approach the focus is to discuss different business excellence theories and focus on the need to use business excellence strategies their sustainability and continued success.

Chapter 5 (“Determinants of Adoption of Location-Based Services in Bangladesh”) states that Location-based services (LBSs) are technology-related services that can provide individual users with the capability of being constantly reachable and accessing network services while on the move. The growing influence of LBS has attracted significant attention in developing countries like Bangladesh, where LBS is a new tool for the marketers. However, it is yet to become popular among the mass people. It is therefore important to understand the users’ intention to adopt and use LBS extensively in their daily life. In this regard, original technology acceptance model (TAM) has been used along with several
other factors to develop a conceptual model for this study. Results claim that constructs like self-efficacy, perceived social value, perceived convenience value, personalization, perceived usefulness and perceived ease of use play a vital role in the adoption of LBS in Bangladesh. Accordingly, implications for practice and research, limitations and future research directions of this study are discussed.

Chapter 6 (“Design of Blended Mobile Learning in an Urban Environment”) analyses that although teachers at educational institutions and managers in companies are aware of this new learning mode, many are uncertain if such adoption of technology is suitable for them. They are also puzzled by the various forms of e-learning, including Learning Management System (LMS), Massive Open Online Courses (MOOC), Augmented Reality (AR) and Student Response Systems (SRS). This aim of this chapter is to provide educators and managers with an overview of the different forms of e-learning. It begins by reviewing LMS and MOOC, and then it focuses on SRS and AR. The following three types of SRSs are discussed – Clicker-based, Mobile phone-based and Game-based. Exemplars are described to show the benefits of mobile learning when it is properly designed and well-implemented by the educators in an urban environment. The chapter concludes by stating the implications of mobile learning technologies for working professionals.

Chapter 7 (“Philosophy and Management: The Relevance of Vedanta in Management”) analyses the Vedanta, an ancient Indian religious philosophy; and its relevance to management. Chinmayananda asserted that from time to time ancient philosophies like Vedanta needs intelligent re-interpretation to apply effectively in the context of modern times. Vedanta recommends a management approach, which focuses on exploring the inner world of the self. It begins with the manager’s awareness and development of the self, as the greatness in any field is never achieved without tremendous self-realization and self-discipline. This chapter is based on a qualitative research methodology called hermeneutics, which involves the interpretation of ancient or classical literature and the content analysis of selected verses from the Vedanta (Vedic literatures) especially the Bhagavad-Gita. This chapter provides a framework to study the Indian management from a religious, philosophical and cultural perspective. This will be relevant to Indian managers and foreign managers managing in Indian context.

Chapter 8 (“The Diffusion of Voluntary ISO 26000 among SMEs: Evidence from Taiwan”) considers that businesses are under the increasing pressure to demonstrably engage in social responsibility (SR). Following the demand, the International Standard Organization developed ISO 26000 for SR. Small and medium enterprises (SMEs) are dominant in contributing to GDP. The relationship between SMEs and SR is still elusive. The purpose of this paper will be aimed at how SMEs will adopt ISO 26000 under what circumstances. We determine a set of hypotheses about diffusion of ISO 26000 and examine it empirically. We provide a better understanding of the cognition-behavior gap while “doing good”. SMEs think that SR was Philanthropic responsibility, but strive for their subsistence as their top priority of strategy decisions. However, the impact of multinomial company and government are not decisive. Finally, SMEs take SR practices into consideration when evaluating stakeholder, they are more likely to adopt ISO 26000. Thus, SMEs must feed themselves with their own words and grow.

Chapter 9 (“The Impact of Outsourcing on Performance and Competitive Priorities among Malaysian SMEs”) analyses the influence of outsourcing on financial performance and competitive priorities of Malaysian SMEs. A data sample of 100 SMEs was analyzed to examine these relationships. The analysis was conducted via Partial Least Squares. Based on the findings, while outsourcing has significant influence of SMEs financial performance in Malaysian context, outsourcing activities do not have an impact on competitive priorities. Outsourcing approach emphasizing on the establishment of core competitive
advantage, allows Malaysian SMEs to get the numerous benefits such as overall sales growth, market share, net profit, return on investment, and financial liquidity.

Chapter 10 ("What Price for Ecosystem Services in China? Comparing Three Valuation Methods for Water Quality Improvement") points out that Payment for Environmental Services (PES) in the watershed has been widely adopted as an important policy instrument to compensate upstream water users for providing water quality improvement for the whole river basin. In this paper, we use three independent valuation methods to determine the value of ecosystem service (ES), particularly water quality, in Miyun Reservoir, the main surface water source for Beijing. We find that the value of water quality is lowest using OCLDR, highest with CVM, and WRBA gives an in-between value. OCLDR determines the size of subsidies from those that benefit from water quality improvement from upstream. WRBA provides compensation criteria to the upstream government and farmers when water resources cross jurisdictional boundaries. CVM not only captures the direct value of water quality improvement, but also the indirect value of improvement in other ecosystem services as a result of improvement in water quality. Based on the results, we propose a multi-level ecological compensation system for the Miyun Reservoir river basin.

Chapter 11 ("Impact of Financial Performance on Stock Price of Non-Bank Financial Institutions [NBFI] in Bangladesh: Dynamic Panel Approach") argues that share price determination is a central question which the academicians and researchers in the field of Capital markets are trying to address through different angles. This study is about to find impact of financial performance on stock prices of a listed Non-Bank Financial Institutions (NBFI) in stock exchanges of Bangladesh. The main objective of the study is to investigate the impact of financial performance on stock prices of listed NBFI in Bangladesh. The research thus analyzes the impact of total earnings (NIAT), EPS announce, yearly dividend declaration, and NAV of the company on stock prices of NBFI in DSE by using recent tools such as static model and dynamic models such as GMM for the period of 2009 to 2013. This study reveals EPS has a strong positive correlation with stock price and NIAT & DPS came out with weak positive correlation with stock price however NAV and stock price has medium positive correlation.

Chapter 12 ("Harmonization of Depreciation Policy: Exploring the Practices of Bangladesh") examines the depreciation methods adopted by different companies listed in Dhaka Stock Exchange (DSE). Besides, the study also attempted to check the consistency in depreciation policy application and harmonization with authoritative accounting practices in the context of Bangladesh. A random sample of 120 companies across different sectors was examined to determine the depreciation method currently practiced in the country. This study revealed that declining balance of depreciation is the most commonly practiced method in most of the sample companies. Nonetheless, straight line depreciation method follows close behind. Moreover, it has been observed that only a few companies adopt both methods in the calculation of depreciation. Additionally the results also indicated a certain level of disharmony among companies within the same industry. Furthermore, it has also been observed from the research that the companies are very consistent regarding their practice of depreciation method.

Chapter 13 ("Impulse of Information Technology on Human Resource Practices") indicates that in recent years, adoption of Information Technology (IT) mechanism has had an intense effect on Human Resources (HR) processes and practices. IT has revolutionized the way in which the organizations execute their day-to-day activities, particularly in the HRM domain, where technology has redefined the way in which HR departments perform their operational, relational and transformational functions. Organizations have realized the emergent value of using IT in leveraging their Human Resource functions and the way they function in the market. Today the organizations are facing more challenges than they ever did due to the rapid and dynamic growth of e-businesses which has lead companies to seek
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greater opportunities to run HR functions more effectively by implementing technology in the HRM. The chapter provides a conceptual framework on the role of IT in HRM. It examines the impact of technology on HR practices and the factors influencing the effectiveness of human resource dashboards. It also investigates the effect of technology on organizational and work force productivity.

Chapter 14 (“Sustainable Development: A Buzzword of Universiti Teknologi PETRONAS, Malaysia”) states that the sustainable development (hereafter, SD) aims a growth that could satisfy the wants and needs of present generation without affecting future generations. Accordingly, this study investigates the role of HEIs in SD by selecting the case of University Technology PETRONAS Malaysia. The study adapted the universities sustainable development initiatives checklist/index for qualitative analysis of the main website, operational documents, and practical initiatives of the university for SD. The findings revealed that the university has good and meaningful contributions towards three dimensions of SD i.e. economic, social and environment. The study proposed an improvement in Education for Sustainable Development (ESD) and implementation of SD framework for universities. The findings have significance and practical implications for academia, regulatory bodies, policy makers, and HEIs. Also, the findings are significant in association with new economic model (NEM) and vision 2020 of Malaysia.

Chapter 15 (“Evaluating Asian Cross Country Differences in Export Openness and Import Openness: Asian Business”) states that a new framework is developed to evaluate how Asian cross-country differences in export openness and import openness in 2015 affected the level of real per capita income. Familiar and novel instruments are used to extract the exogenous components of total trade (exports plus imports) and of net exports (exports minus imports), which in turn imply distinct export and import effects. We build on an existing literature (Frankel-Romer and others) that uses aspects of an Asian country’s geography as instrumental variables for total trade openness. We build on an Asian country’s demography and net wealth abroad to develop a novel instrument for net export openness. Our new estimates reveal that export openness alone correlates with income cross-sectionally, not import openness.

And finally, Chapter 16 (“Domestic Tourist Satisfaction in a Colonial Hotel and Its Implications for Management: The Case of Bandarawela Hotel, Sri Lanka”) argues that the most important job and the biggest challenge in contemporary management in service industries, is making the customers satisfied. It can be argued that the difficulty faced by managers committed to customer satisfaction, is designing specific customer satisfaction strategies. This task becomes a challenge due to the lack of studies done to measure customer satisfaction in hospitality industry, which result in the lack of understanding of the governing factors and the level of customer satisfaction. In Bandarawela Hotel the significant differences between the satisfaction of domestic and foreign tourists and the dominant dissatisfaction of domestic tourists have been recognized. The reasons for dissatisfaction were studied using the mixed methodology of the research. The factors affecting their satisfaction were recognized to be in two categories; tangible and intangible. As the significant findings, some features of the hotel that exists due to the Colonial concept were recognized as the main factors that contribute to the domestic tourists’ dissatisfaction.

This collection of chapters will definitely contribute to understand current challenges and trends in the Asian markets and define strategies and actions to be taken in this economic region. The book will be a valuable source of updated information and knowledge for students, academics, policy makers and general readers interested in getting new insights on the Asian markets, to how develop effective strategies for economic and social growth, for sustainable development, for preserving cultural heritage, etc.

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