

# Table of Contents

## International Journal of Asian Business and Information Management

Volume 11 • Issue 1 • January-March-2020 • ISSN: 1947-9638 • eISSN: 1947-9646

### RESEARCH ARTICLES

- 1        **Additive Manufacturing Technology: Realities and Strategic Perspectives From India**  
Som Sekhar Bhattacharyya, National Institute of Industrial Engineering, Mumbai, India  
Sanket Atre, National Institute of Industrial Engineering, Mumbai, India
  
- 21       **Managing Consumer Loyalty: An Expanded Model of Consumer Experience Management and Consumer Loyalty**  
Shivani Saini, Dr. B R Ambedkar National Institute of Technology, Jalandhar, Punjab, India  
Jagwinder Singh, Dr. B R Ambedkar National Institute of Technology, Jalandhar, Punjab, India
  
- 48       **Can Rumor Clarification Eliminate the Effects of Rumors? Evidence From China**  
Peinan Ji, Harbin Institute of Technology, Harbin, China  
Xiangbin Yan, University of Science and Technology Beijing, Beijing, China  
Guang Yu, Harbin Institute of Technology, Harbin, China
  
- 63       **Cointegration and Causality Study Among Inward FDI, Economic Growth and Exports: An Indian Perspective**  
Jekka Chandrasekaran Sharmiladevi, Symbiosis Centre for Management Studies, Symbiosis International University, Pune, India
  
- 78       **Customer Satisfaction in Online Shopping in Growing Markets: An Empirical Study**  
Syed Shah Alam, MAHSA University, Jenjarom, Selangor, Malaysia  
Mohd Helmi Ali, Universiti Kebangsaan Malaysia, Bangi, Malaysia  
Nor Asiah Omar, Universiti Kebangsaan Malaysia, Bangi, Malaysia  
Wan Mohd Hirwani Wan Hussain, Universiti Kebangsaan Malaysia, Bangi, Malaysia
  
- 92       **E-applications for Managing Trans-Logistics Activities in Sugar Supply Chain in North India**  
Rupesh Kumar, University of Petroleum and Energy Studies (UPES), Dehradun, India
  
- 107      **Ethics of Retailers and Consumer Behavior in E-Commerce: Context of Developing Country With Roles of Trust and Commitment**  
Zhi Yang, Hunan University, Changsha, China  
Quang Van Ngo, Hunan University, Changsha, China  
Chung Xuan Thi Nguyen, Hunan University, Changsha, China
  
- 127      **Agent Banking and Financial Inclusion: The Case of Bangladesh**  
Nabila Nisha, North South University, Dhaka, Bangladesh  
Kashfiya Nawrin, North South University, Dhaka, Bangladesh  
Anika Bushra, Johns Hopkins University, Baltimore, Maryland
  
- 142      **The Utilization of Social Media by Small and Medium Food Vendors in Brunei Darussalam**  
Meryeme Bouargan, University of Brunei Darussalam, Gadong, Brunei  
Rabi'atul Adawiyah Haji Abd Halim, University of Brunei Darussalam, Gadong, Brunei  
Nuruljannah Haji Husaini, University of Brunei Darussalam, Gadong, Brunei  
Nor Azeem Jusniah, University of Brunei Darussalam, Gadong, Brunei  
Nur Hazwani Masturah Haji Ahmad, University of Brunei Darussalam, Gadong, Brunei  
Mohammad Nabil Almunawar, University of Brunei Darussalam, Gadong, Brunei

### BOOK REVIEW

- 164      **The Belt and Road Initiative: A Pathway Towards Inclusive Globalization**  
Patricia Ordóñez de Pablos, The University of Oviedo, Spain

### Copyright

The *International Journal of Asian Business and Information Management (IJABIM)* (ISSN 1947-9638; eISSN 1947-9646), Copyright © 2021 IGI Global. From the journal's inception, January 1, 2010, to December 31, 2020, all rights, including translation into other languages is reserved by the publisher, unless otherwise stated in the article manuscript. As of January 1, 2021, this journal operates under the gold Open Access model, whereby all content published after this date is distributed under the terms of the Creative Commons Attribution 4.0 International (CC BY 4.0) License (<http://creativecommons.org/licenses/by/4.0/>) where copyright for the work remains solely with the author(s) of the article manuscript. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The *International Journal of Asian Business and Information Management* is indexed or listed in the following: ACM Digital Library; Bacon's Media Directory; Cabell's Directories; DBLP; Google Scholar; INSPEC; JournalTOCs; MediaFinder; SCOPUS; The Index of Information Systems Journals; The Standard Periodical Directory; Ulrich's Periodicals Directory; Web of Science; Web of Science Emerging Sources Citation Index (ESCI)