Table of Contents

International Journal of Asian Business and Information Management

Volume 12 • Issue 3 • July-September-2021 • ISSN: 1947-9638 • eISSN: 1947-9646

OPEN ACCESS ARTICLE

1 Towards an Understanding of the Indian Tourist Buying Airbnb Services

Swati Sharma, Jaypee Institute of Information Technology, India

15 Initiating Brunei Cross-Border Tourism (BCBT) as a Gateway to Borneo

Yabit Alas, Universiti Brunei Darussalam, Brunei

Muhammad Anshari, Universiti Brunei Darussalam, Brunei & Universitas Islam Negeri Sunan Kalijaga, Yogyakarta, Indonesia

26 Tourism in Thailand: Exploitation or Opportunity?

Scott Hipsher, Webster University, Thailand

43 Perceptual Differences Across Various Stakeholder Groups: A Study of Challenges for Skill Development in Sikkim, India

Anita Gupta, Sikkim Manipal Institute of Technology, Sikkim Manipal University, India Saibal Kumar Saha, Sikkim Manipal Institute of Technology, Sikkim Manipal University, India Neeta Dhusia Sharma, Sikkim Manipal Institute of Technology, Sikkim Manipal University, India

Ajeya Jha, Sikkim Manipal Institute of Technology, Sikkim Manipal University, India

67 A Comparative Study of Jet Airways and Indigo Airline Employee's Motivation in Context With "Hygiene Factor"

Neha Nazneen Siddiqui, Integral University, India Gaurav Bisaria, Integral University, India

87 Dis-Aggregated Effect of Market Orientation on Firms' Performance: A Study on Indian Small and Medium-Scale (SMEs) Manufacturers

Seemant Kumar Yadav, GLA University, India

Vikas Tripathi, GLA University, India Geetika Goel, MNNIT, Allahabad, India

109 How Internet Shutdowns Affects the Entrepreneurs in Jammu and Kashmir

Shahid Qadir, Desh Bhagat University, India

Amir Ahmad Dar, B. S. Abdur Rahman Crescent Institute of Science and Technology, India

117 Fallacies in Decision Making From an Asian Perspective

Michael Sony, Namibia University of Science and Technology, Namibia

Neeta Baporikar, Namibia University of Science and Technology, Namibia & University of Pune, India

133 Users' Continuance Intention to Use a Mobile Application: Adapting Store Personality as Application Personality

Jun Ge, Ajou University, South Korea

Mincheol Kang, Ajou University, South Korea

Tegegne Tesfaye Haile, The University of Suwon, South Korea

156 Relationship Between Commercial Bank Availability and Income Inequality: Evidence From SAARC Countries

Aman Takiyar, Birla Institute of Technology and Science, Pilani, India

Varun Chotia, Jaipuria Institute of Management, India

163 An Integrated AHP-TOPSIS for Evaluating Online Marketing Strategies for the Hospitality Industry

Lanndon Ocampo, Cebu Technological University, Cebu, Philippines

Orlyn Besabella, University of the Philippines, Cebu, Philippines

Marife Fallore, University of the Philippines, Cebu, Philippines

Adelfa Rose Guinandal, University of the Philippines, Cebu, Philippines

Angel Merabueno, University of the Philippines, Cebu, Philippines

Celbert Himang, Cebu Technological University, Cebu, Philippines

Kafferine Yamagishi, Cebu Technological University, Cebu, Philippines

191 Corporate Recognition Award and Reputation Dimensions on Corporate Reputation Consequences: A Critical Review on Bangladesh

Mahamudul Hasan, Patuakhali Science and Technology University, Patuakhali, Bangladesh

Md. Maqbul Hossain, Patuakhali Science and Technology University, Patuakhali, Bangladesh

205 The Study on the Store Image of Hypermarkets: An Empirical Study of Carrefour, Fe-Amart, and Costco in Taiwan Chiwei Chen, Zhaoqing University, China

The Perception and Usage of Google Drive Among Higher Education Institution Students in Brunei Darussalam

Nur Diyana Rossiman, Universiti Brunei Darussalam, Brunei Norzaidah Hidayah Rashid, Universiti Brunei Darussalam, Brunei Wardah Annadiah Ahmad Ramzuna, Universiti Brunei Darussalam, Brunei Mohammad Nabil Almunawar, Universiti Brunei Darussalam, Brunei

242 Improvement in Medication Adherence Using TV Programmes as Reminders

Saibal Kumar Saha, Sikkim Manipal Institute of Technology, Sikkim Manipal University, India Anindita Adhikary, Sikkim Manipal Institute of Technology, Sikkim Manipal University, India Ajeya Jha, Sikkim Manipal Institute of Technology, Sikkim Manipal University, India Vijay Kumar Mehta, Sikkim Manipal Institute of Medical Sciences, Sikkim Manipal University, India

255 Monetary Policy Rules in Emerging ASEAN Economies: Adaptability of Taylor Principle

Mesa Wanasilp, Saitama University, Saitama, Japan

275 A Comparison of Your Better Life Index and Its Antecedents Across Two Chinese Cultures

Jennifer H. Gao, Macao Polytechnic Institute, China

289 Use of Interventions to Overcome Medication Non-Adherence

Saibal Kumar Saha, Sikkim Manipal Institute of Technology, Sikkim Manipal University, Gangtok, India Anindita Adhikary, Sikkim Manipal Institute of Technology, Sikkim Manipal University, Gangtok, India Ajeya Jha, Sikkim Manipal Institute of Technology, Sikkim Manipal University, Gangtok, India Vijay Kumar Mehta, Sikkim Manipal Institute of Medical Sciences, Sikkim Manipal University, Gangtok, India

319 International Joint Venture in Thailand: What Factors Matter

Tantatape Brahmasrene, Purdue University Northwest, USA Pornlapas Suwannarat, Mahasarakham University, Thailand

333 Factors Influencing Bank Profitability in a Developing Economy: Panel Evidence From Bangladesh

Saeed Sazzad Jeris, Shahjalal University of Science and Technology, Bangladesh

347 The Impact of Using Social Networking Sites at Work on Organizational Knowledge

Ather Akhlaq, Institute of Business Management, Pakistan Wajaht Ali, Institute of Business Management, Pakistan Kanwal Gul, Institute of Business Management, Pakistan

366 Unlocking the Relationship Between Talent Management Practices and Performance Sustainability in the Sports Industry

Abdul Gaffar Khan, Mawlana Bhashani Science and Technology University, Tangail, Bangladesh Somiron Banik, Mawlana Bhashani Science and Technology University, Tangail, Bangladesh Md. Aftab Uddin, University of Chittagong, Chattogram, Bangladesh Syed Moudud-Ul-Huq, Mawlana Bhashani Science and Technology University, Tangail, Bangladesh

381 Entrepreneurial Traits, Competency, Performance, and Sustainability of Micro-Enterprises in Kelantan, Malaysia

Abdullah Al Mamun, UCSI University, Kuala Lumpur, Malaysia Syed Ali Fazal, University of Science and Technology Chittagong, Bangladesh Wan Nurulasiah binti Wan Mustapa, UCSI University, Kuala Lumpur, Malaysia

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; UGC-CARE List (India); Ulrich's Periodicals Directory; Web of Science; Web of Science Emerging Sources Citation Index (ESCI)