Preface

The book *Management Strategies and Technology Fluidity in the Asian Business Sector* is born with a dual purpose: on the one hand, to offer readers an expanded version of some of best articles on business and technology management published in the *International Journal of Asian Business and Information Management* in 2016; and on the other hand, to complete the vision offered by these chapters with new ones written by leadings experts on their respective fields of research from different countries.

*International Journal of Asian Business and Information Management* published it first issue in 2010. Now, after 8 years, and thanks to the contributions of excellent authors and the continuous work and efforts of the Associate Editors (Dasho Karma Ura from The Center for Bhutan Studies, Bhutan- and Dr Jingyuan Zhao –University of Toronto, Canada), Editorial Advisory Board members and our reviewers, the journal is currently indexed in Scopus and Emerging Sources of Citation Index, among other indices.

The book *Management Strategies and Technology Fluidity in the Asian Business* is composed of 16 chapters that address different aspects related to business management and technology in Asia: consumer behaviour, corporate social responsibility, country of origin effects, emotional intelligence, globalization, green strategies, human resource management, service quality, etc. The chapters present empirical studies focused on Bangladesh, Brunei, China, India, Japan, Mongolia, Philippines, Southeast Asia region, etc.

The target audience of the book includes professors in academia, deans, heads of departments, director of masters, students (undergraduate and postgraduate level), politicians, policy makers, corporate heads of firms, senior general managers, managing directors, information technology directors and managers, libraries, etc. A brief summary of each of the chapter will help potential readers of the book to realise the outstanding selection of material the book offers, covering a different Asian countries.

Chapter 1, “Reviewing Emotional Intelligence With Leadership Theory: A Study of the Role of Emotional Intelligence on Transformational Leadership” (Authors: Shubhangini Rathore and Rina Pandey), states that leadership theories hold a pertinent place in the effective management of people. In the contemporary scenario, business leaders and managers have a huge onus on themselves of driving a workforce thriving with diverse Human Resource Management challenges. Interest in the role Emotional Intelligence in the workplace has increased in recent years, with greater emphasis on the benefits of understanding and utilizing emotions for managing people at work. In the contemporary scenario, the role of emotional intelligence competencies as predictors of leadership is being researched in order to leverage this information for increased leader effectiveness and performance. The present study identifies the congruence between various aspects of emotional intelligence and essential leadership competencies. It also identifies the role of Emotional intelligence in the effectiveness of Transformational Leaders.

Chapter 2, “Life-Style Distinction Between Customers and Non-Customers of Sikkim Cymbidium” (Author: Ajeya Jha, Bibeth Sharma and Jitendra Kumar), proposes that for marketers it is a vital to be able
to differentiate customers from non-customers for their product. Sikkim a tiny Himalayan state in India is the home of globally known cymbidium orchids. It has been identified as a product that can boost local economy. In order to achieve this it is important to formulate marketing strategies. One important input in strategy formulation is to prepare a customer profile. This is based on demographic, geographic and psychographic factors. This chapter develops a customer profile purely on identified Activities, Interest and Opinions (AIO). Methodology involves collecting data from buyers and non-buyers of Cymbidium orchids about their life-style. Statements were framed on Likert scale (1-5). In all five variables have been tested. Final analysis is based on discriminant analysis. Results indicate a weak discriminant function but 90% respondents are correctly identified as buyers and non-buyers.

Chapter 3, Decision Making Approach to Employee Selection: Achieving Strategic Person-Job-Organization Fit Among Organizations in Malaysia (Author: Maniam Kaliannan), states that strategic human resource management is focused on the human capital as a strategic resource in achieving sustainable competitive advantage. Recruitment and selection may just be a stage in the HR function for an organization, but the potential significance of manifestation on an organization’s performance, effectiveness and productivity is undeniable. Performance is clearly depicted as dependent upon selection, appraisal, rewards and development, in achieving person-job-organization fit (PIO Fit). The purpose of this research is to examine the approaches to selection or assessment methods being employed by companies in Malaysia, specifically among multi-national companies and small medium enterprises as a basis in their decision-making process. The findings of this research suggest that the majority of Malaysian organizations neither wholeheartedly accept nor reject an analytic approach but favors a hybridization approach to selection where there is a blending of both analytic and intuitive model which provides an acceptably holistic approach in their hiring judgment.

Chapter 4, “An Empirical Note on Perceptions of Patients and Physicians in Direct-to-Consumer Promotion of Pharmaceutical Products: Study of Indian Patients and Physicians” (Authors: Ajeya Jha, Jaya Rani Pandey and Samrat Kumar Mukherjee), states that direct promotion of pharmaceutical products to patients is not legal in India. Internet healthcare websites, however, have rendered this law as merely a paper-feast. Patients today increasingly flock to websites to find health related information, including those related to drugs. This paper attempts to identify the differences in the perception of physicians and patients in this context. This is an important issue as differences in perception may result in newer conflict-points between patients and physicians. The study is based on a survey involving 400 patients and 200 physicians. The results indicate that major differences exist in the beliefs held by physicians and patients vis-à-vis merits and demerits of DTC-promotion through online-health related websites. As patients and physicians operate as a team while health-solutions are made available to the patients, such major differences in their beliefs regarding the merits and demerits of DTC-promotion may result in emergence of fault-lines in their relationship.

Chapter 5, “‘We Still Don’t Like You but We Want Your Money’: The Case of Chinese Migration to Australia” (Authors: Mona Chung and Bruno Mascitelli), reminds us that the history of Chinese migration goes back nearly as long as colonial settlement. The first major wave, which brought a noticeable number of Chinese to Australia, was the gold rush. Although the Chinese were the first non-British migrants they were heavily discriminated and looked down upon. Under the ‘White Australia Policy’, it was guaranteed that the Chinese would not become in any real way, part of the Australian population. Yet despite all these difficulties, by 2010-2011 Chinese migrants became the largest migrant group in Australia. This change is significant as it was a turning point in Australia’s demographic makeup. This paper examines the phenomenon of Chinese migration into Australia and how it evolved from the early
years of discrimination to more recent years when the Chinese are seen in more economic opportunist forms. The true motivations of the Australian authorities for opening up to the Chinese are indeed questionable which can aptly be summarised as “we may still not like you but we want your money.”

Chapter 6, “Green: The New Shade of Personal Care Products in India” (Authors: Gauri Yogesh Joshi and Gurudas Nulkar), indicates that the cosmetic and personal care product industry, unlike any other industry, has been ‘recession proof’ in the Asian market. Not only do Asian consumers have a great appetite for innovative products, but they are also demanding in terms of product performance. Traditionally, the Asian consumer has been a fan of Western cosmetics and personal care products. With the changing times, however, there has been a shift in preference from Western cosmetics to “natural” ones. The Asian consumer has started believing in the efficacy of natural ingredients. This chapter determines the extent of environmental concern among female Indian consumers when purchasing personal care products. It also examines the role of consumer willingness to pay for environmentally-friendly products when making green purchases. It also tests if willingness to pay can be predicted based on certain product attributes.

Chapter 7, “CSR Perceptions Affect on Reputation and Loyalty: Comparison of Japan, China, and the Philippines Consumers” (Author: Donald Amoroso), indicates that some companies are employing CSR as part of their overall strategy to build their reputations and to encourage consumer loyalty. The purpose of this study is to ascertain the CSR factors influencing consumers’ loyalty and see if there are cultural differences and similarities. A research model was developed based upon existing research theory and tested the model by collecting data using an online survey instrument. The survey yielded usable response: 320 consumers in Japan, 1049 consumers in China and 528 consumers in the Philippines comparing the results among the three East Asian countries. Significant differences were found in some of the CSR factors, specifically where CSR advocacy was an important factor across all countries strongly influencing loyalty. Differences included hypocrisy to trust in China is not significant, whereas awareness to hypocrisy was not strong in Japan. Advocacy has a strong impact on reputation in China.

Chapter 8, “Financial Development, Technological Development, and Poverty: A Cross-Sectional Study” (Authors: Mohammed Imran, Mohammad Ashraful Ferdous Chowdhury and Mosharraf Hosen), presents the results of a study that explores the impact of financial development, technological development on poverty for Asian and Non-Asian countries. In order to test the proposed model, five years’ data from 80 countries over the year 2008 to 2014 have been collected. The study uses the Pooled OLS regression and the main conclusion from the empirical results is that poverty has a significant relationship with key financial factors such as inflation and unemployment. However, technological advancement has found negatively and statistically significant with poverty. Furthermore, this study found that the Asian region has poverty reduction effect in comparing other regions when technological advancement speeds up.

Chapter 9, “Corporate Social, Environmental, and Governance Reporting and Firm’s Characteristics: A Longitudinal Study of Banking Sector of Bangladesh” (Authors: Nazrul Islam, Mohammad Ashraful Ferdous Chowdhury, Mehedi Hasan Tuhiin and Masud Sarker), discusses the findings of an empirical study on the social, environmental and governance (SEG) reporting practices of Banking sector of Bangladesh. In conducting the study the longitudinal data has been used over the period 2000-2015 taking all the 30 listed private commercial banks in Dhaka Stock Exchange Limited. Three separate reporting index for social, environmental and governance have been developed to measure reporting practices using the dichotomous method from the published annual reports of banks. The analysis found that corporate social, environmental and governance reporting has been increased over the study period. The statisti-
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cal measure showed that social, governance and environmental reporting were made 46%, 49% and 1% respectively over the period while total SEG was 39% over the period. The econometrics models using fixed effects showed that corporate profitability, size, age and leverage have positive impact on SEG reporting. The main cause of low SEG reporting could be due to the insufficient laws and framework of SEG reporting.

Chapter 10, “Information Technology, Globalization, and Local Conditions: Implications for Entrepreneurs in Southeast Asia” (Authors: Winai Wongsurawat and Vivek Shrestha), proposes that in small markets such as many emerging economies of South East Asia, disruptive startups have two important challenges to contend with – managing the forces of globalization and coping with idiosyncratic local rules and regulation. While globalization offers extraordinary opportunities to access new ideas and the ability to reach customers faraway, it can lead to risky dependencies on powerful, foreign suppliers and partners. Disruptive startups in small emerging economies also have to deal with peculiar rules and regulations rooted in local politics, religion or history. This chapter explores the interplay between the strategic choices facing a disruptive startup and the entrepreneur’s management of globalization forces along with local complications. The analysis is driven by case studies of two South East Asian startups that have exploited opportunities presented by information technology to disrupt incumbents in the media and tourism industries.

Chapter 11, “The Effect of Country of Origin, Service Quality, and Brand Redeployment After M&A: The Case of Low Cost Airlines in Indonesia” (Authors: Adilla Anggraeni and Kendy Hasan), states that many companies worldwide underwent merger and acquisition to expand the business. The purpose of the research is to confirm that general country attribute; service quality and the redeployment strategies are variables needed by the company to smooth the process of the merger and acquisition. The data were collected from 150 respondents through offline and online questionnaire. Cronbach’s Alpha and Confirmatory Factorial Analysis were utilized to determine reliability and validity of the constructs. Simple and multiple linear regressions are the hypothesis testing chosen for this study. ANOVA and Post-Hoc Duncan are performed to differentiate which of the five redeployment strategies is the best used by the company after done the merger and acquisition. The results conclude that general country attributes and service quality are positively linked to purchase intention. On the other hand, corporate brand redeployment alternatives are shown to have no impact on consumer purchase intention in the case of Tigerair Mandala Airlines.

Chapter 12, “Research Study on Climate Change Education for Sustainable Development in Mongolia” (Authors: Navchaa Tugjamba, Batchuluun Yembuu, Ambaraysaglan Gantumur and Uranchimeg Gezel), suggests that there is scientific consensus that Mongolia is already facing the negative consequences of climate change. Raising public awareness and increasing education initiatives is one of the most important ways to adapt and mitigate climate change. The paper consists of two main sections. The first section reviewed the policies and provisions in support developing climate change education for sustainable development and analyzed the level of teachers’ knowledge of climate change education for sustainable development and determined the needs for teacher training. The second part assessed the coverage level of climate change education for sustainability in national educational standards, curricula and textbooks in Mongolia. To evaluate the coverage level, the team defined the concepts and coverage of Climate change education (CCE), Disaster risk reduction (DRR) and Education for sustainable development (ESD) and developed the indicators to analyze CCE/DRR/ESD content coverage on the curricula and textbooks.
Chapter 13, “Employee Welfare Measures: The Impact on Employees’ Efficacy and Organizations Productivity” (Authors: Chandra Sekhar Patro and Kamakula Madhu Kishore Raghunath), proposes that the welfare measures for employees in an organization have always and will keep playing a pivotal role in enhancing the morale of the employees. These schemes facilitate thrust for both the employee and employer relations. An employee’s welfare is inherent core component, as they act as life blood for achieving the objectives of an organization. The main intention behind implementing the welfare measures is to secure the employee force by providing proper human condition of work and minimizing its hazardous effect on the life of the employees and their family members. This chapter determines the various welfare measures implemented with its impact on the employees’ work efficacy in different public and private sector manufacturing organizations. This chapter also articulates the importance of welfare, symptoms of frustration, standards set by the employees, implications of welfare measures and its effectiveness on employees’ and the organizational productivity.

Chapter 14, “How People Choose and Use Their Smartphone” (Authors: Mohammad Nabil Almunawar, Muhammad Anshari, Heru Susanto and Chin Kang Chen), argues that global adoption of smartphones has changed the way people communicate, interact and perform their daily tasks. Smartphones have many highly attractive features that assist people in performing their daily tasks. This paper discusses a survey on the utilization of smartphones by consumers in Brunei Darussalam (Brunei). We use the Theory of Reasoned Action Model to reveal customers preference in choosing a specific product over the other. We conducted a survey with consumers, stressing on product preferences, consumption behavior of smartphones, as well as opinions on the functionality of smartphones. Smartphones are considered very useful by the majority of the respondents who are strongly attached to them as they are heavily used in social networking. As such, smartphones have reached to become necessary devices in Brunei and for many Bruneians, performance and appearance are more important than price.

Chapter 15, “Preferences, Benefits, and Barriers of Web 2.0 Tools for Knowledge Sharing in Brunei Darussalam’s Tertiary Education” (Authors: Nurul Afiqah Hj Nor Amin, Mohammad Nabil Almunawar, Amy Suliza Hasan and Nurul Nazirah Besar), aims to assess the current knowledge sharing processes in tertiary education in Brunei Darussalam. It identifies and examines the preferences, benefits and barriers of knowledge sharing and knowledge sharing platforms utilized in tertiary education. A descriptive research method is employed, in which quantitative approach was selected to collect data on the use of Web 2.0 tools, especially social media, for knowledge sharing in tertiary education in Brunei Darussalam. This study revealed that respondents highly utilize emails and Web 2.0 tools for knowledge sharing, which are normally provided by their host universities as information and knowledge sharing platforms. Web 2.0 tools, especially social media, are considered suitable platforms for sharing knowledge. However, there are some concerns in using Web 2.0 tools for knowledge sharing, mainly in term of privacy issues and reliability of information and knowledge shared due to its high risk of collaborators.

And finally, Chapter 16, “Firms’ Strategic Positioning Modeling in Dynamic Strategy Space Agent-Based Approach” (Author: Morteza Mahmoudzadeh), presents the results of a reseach focused firms’ strategic positioning modeling in a dynamic strategy space consisting of the customers and competitors. Presented model provides the possibility of choosing superior position to other competitors and customers for each firm, so that it can maximize its profit and market share. According to this that the best position choice can have different meanings for different companies in an industry, so the studied firms were divided into six groups based on a series of the obtained indicators of experts in the cosmetics- sanitary industry in Iran and two scenarios were tested for the superior position choice (closing to the best firm,
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locating in the best position) on them. Finally, the appropriate approach was offered for firms in each group in choosing the superior position by using the simulation results agent-based approach.

Before concluding this preface, I would like to thank Professor Soomro Manzoor (President of ECO Science Foundation, Pakistan) for finding time on his busy schedule of international commitments to prepare the foreword for this book, bringing his vision on technology and innovation in Asia in the era of globalization and knowledge economy. And of course, I would like to thank and emphasize the great contribution of IGI-Global staff who have helped to make this book a reality. Thank you very much to all.

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