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## Editorial

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### Satyendra Singh

Centre for Emerging Markets,  
Faculty of Business and Economics,  
University of Winnipeg,  
515 Portage Avenue, Winnipeg R3B 2E9, Canada  
Fax: (204) 774-8057 E-mail: [ijbem@uwinnipeg.ca](mailto:ijbem@uwinnipeg.ca)  
Website: [www.uwinnipeg.ca/~ssingh5](http://www.uwinnipeg.ca/~ssingh5)

**Biographical notes:** Satyendra Singh is Director of Centre for Emerging Markets, and Associate Professor of Marketing and International Business in the Faculty of Business and Economics at the University of Winnipeg, Canada. His interest lies in the area of emerging markets with particular emphasis on Asia and Africa. He has published in journals such as *Thunderbird International Business Review*, *Industrial Marketing Management*, *Journal of Services Marketing*, *Services Industries Journal*, among others, and presented papers at international conferences such as *American Marketing Association*, *British Academy of Management*, *European Marketing Academy*, among others. He is the author of *Market Orientation, Corporate Culture and Business Performance* (Ashgate, UK 2004), and *Business Practices in Emerging and Re-emerging Markets* (Palgrave, USA 2008). His edited book entitled *Handbook of Business Practices and Growth in Emerging Markets* (World Scientific, Singapore, 2009) is forthcoming.

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This issue of IJBEM mainly focuses on India and Africa. Out of six papers, four are based on India and the rest on Africa. We also have a book review based on an Arab economy. In the first paper, Srinivas and Kumar address the relevance of structure-conduct-performance paradigm in the context of India and compare the results with other economies in transition. Using data from 124 industries over a period of 1991–2005, the authors hypothesise that structure affects performance, which is mediated through the conduct of firms in an industry. The results indicate that direct and total effects of industry structure on firms' profitability are positive and significant while the indirect effects (mediated through the conduct variables) are insignificant. Further, industries with entry barriers are more likely to have sustainable profits than those with higher industry concentration.

Profitability is linked to stock prices as well. In this context, Badhani and Tripathy examine the behaviour of Indian S&P CNX Nifty returns across the days-of-the-week during the different settlement regimes for a period of 1995 to 2007. During the fixed-day weekly settlement system, inflated returns were observed on first day of the settlement cycle on Wednesday. Results indicate that Wednesday-effect vanishes when adjustment is made for the settlement-lag, and that the intra-week behaviour of market is rational rather than anomalous, and thus market appropriately adjusts the stock prices to cover the interest for the delay in settlement. The market seems to follow the trading-period

hypothesis rather than the calendar-period hypothesis in making such adjustments. The impact of interest cost on stock returns is significant during the fixed-day weekly settlement regime but it becomes insignificant as the market switches over to rolling settlement system.

In another paper in India, Baidya and Ghose study the impact of promotion on sales and overall customer satisfaction relating to two Indian brands – Keo-Karpin and Navratna – from two firms while considering both the financial and non-financial aspects of the performance measurement. The Return-On-Investment (ROI) is based on sales and adjusted for respective customer satisfaction indices for both the brands. Results indicate that the promotion has a significant positive impact on sales and overall customer satisfaction for both the cases, and that ROI is higher for Navratna than Keo-Karpin. These findings have implications for the managers who are responsible for allocating marketing budget to different efforts in general and sales promotion in particular.

Most studies in India are conducted in big cities; however, Khare and Mayo examine how the evolution of retailing in small cities has changed the lifestyle of Indian consumers. This study is important as many companies are toying with the idea that opening shops and stores of their branded products in small cities of the country would fetch them first mover advantage. In this perspective, the authors test the feasibility of organised retailing in smaller cities, and examine how the psychographic trends promise lucrative business opportunities for companies. Results indicate that the expansion of malls and superstores in smaller cities has changed the tastes, preferences and lifestyle of Indian consumer, compelling companies to exploit the changing behaviour pattern for businesses.

Switching from a small Indian town to a rural area, Oluwatayo presents a microcredit and household poverty status in a rural Nigerian estate of Ekiti. Microcredit has become a veritable tool amongst all the poverty alleviating schemes employed by various governments at both national and international levels. Its success is attributable to its accessibility and the exclusion of stringent measures required for credit acquisition from the formal financial institutions. Further, the less daunting formalities for credit facilities make microcredit a good venue for augmenting available cash to meet the necessary obligations by most households in rural areas. The author explains how accessibility to microcredit has helped cushion the effect of poverty in Ekiti state of Nigeria.

In the concluding paper, Mbohwa, Rwakatiwana and Fore test the impact of industrial clusters on small and medium scale enterprises in old Ardbennie industrial cluster in Harare, Zimbabwe. Industrial clustering can be used to improve green manufacturing practices in an industry by enabling reduced energy and water consumption levels, solid waste and wastewater minimisation strategies and increased participation in corporate social responsibility activities. Levels of water and energy savings, solid waste minimisation, wastewater reduction and corporate social responsibility achievements by members of the cluster were determined through questionnaire surveys, interviews and observations. The results show that the cluster had some savings in water consumption; however, effluent management by cluster members was still poor as most companies use the municipality pipes for untreated effluent disposal. In general, a positive relationship exists between participation in cluster activities and achievement of green manufacturing.

In the book review section, Musleh reviews the book entitled *Financial Markets and Institutions in the Arab Economy* authored by Sabri.