
Editorial

Satyendra Singh

Centre for Emerging Markets,
Faculty of Business and Economics,
University of Winnipeg,
515 Portage Avenue,
Winnipeg R3B 2E9, Canada
E-mail: ijbem@uwinnipeg.ca

Biographical notes: Satyendra Singh is the Director of the Centre for Emerging Markets, and Professor of Marketing and International Business in the Faculty of Business and Economics at the University of Winnipeg, Canada. His research interests lie in the area of emerging markets with particular emphasis on Africa and Asia. 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). He has also edited a book entitled *Handbook of Business Practices and Growth in Emerging Markets* (World Scientific, Singapore, 2009).

This issue of IJBEM contains five papers from five emerging markets – China, Croatia, India, and Tunisia. In the comparative paper, Wei, Peng, Xu and Zhang analyse the differences in intra-industry trade patterns between the USA and Japan, China, and the Four Tigers – Korea, Singapore, Hong Kong, and Taiwan. The estimated IIT indices show US–Japan trade with the highest level of IIT, and US–China trade with the most rapid growth in IIT. Moreover, US–Japan and US–China show the highest levels of their intra-industry trade in the chemical industry, but US–Four Tigers trade shares the largest proportion of IIT in the electrical industry. Using data from 1996 to 2009, results indicate that US direct investment enhanced its intra-industry trade with East Asia countries as a whole and with Japan, the Four Tigers and China separately, but the effects of US FDI on IIT for the three groups are diverse.

In export context, the paper by Miocevic and Crnjak-Karanovic examines the Export Market Orientation–Export Performance Relationship in Croatia. Findings of the study suggest that the concept of export market orientation is applicable to SMEs, and that export market orientation activities significantly influence the export performance of Croatian SME exporters. The authors conclude that SMEs operating in foreign markets should embrace export market orientation activities – intelligence generation, dissemination and responsiveness – as the drivers of successful internationalisation process.

In another paper relating to FDI, Holtbrügge and Friedmann argue that FDI is one of the driving forces behind the development of emerging markets. Since India began to liberalise its economy in 1991, the country has become increasingly attractive as FDI destination. However, the regional distribution of FDI is largely unbalanced. While states like Gujarat, Maharashtra, and the National Capital Region have attracted large FDI, other states such as Assam and Arunachal Pradesh are clearly lagging behind or, as is the case of Bihar and Jharkhand, have received virtually no FDI at all. The authors show that the location choice of FDI in India is particularly determined by the level of corruption, the literacy rate, the density of higher education institutes, and to a lesser extent also by the geographical location, revealing significant differences as compared with FDI location choices in China. The authors conclude by drawing implications for foreign investors as well as for Indian State Governments' FDI stimulation policies.

In another line of enquiry, Garrouch, Mzoughi and Tritar examine the impact of perceived crowding, emotions and perceived values on the return intention in Tunisian market. Findings of the study indicate that in-store crowding increases economic value, which in turn enhances revisit intention, and that intention is positively influenced by emotion via excellence, aesthetics, and economic value.

In concluding paper, Kumar and Thenmozhi develop a hybrid model that combines ARIMA, Exponential GARCH (EGARCH) and Artificial Neural Network (ANN) model to predict daily returns of S&P CNX Nifty index and S&P 500. The performance of the hybrid ARIMA-EGARCH-ANN model is benchmarked against the ARIMA-EGARCH and ANN model. The findings support superiority of the hybrid ARIMA-EGARCH-ANN model in terms of the traditional forecasting accuracy measures, and endorse hybrid model robustness, and provide practical implications in formulating strategies for trading in the S&P 500 and S&P CNX Nifty time series.