
Editorial

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Biographical notes: Michael K. Fung is an Associate Professor of Economics at the School of Accounting and Finance, Hong Kong Polytechnic University. He is currently teaching subjects on global economic environment at both undergraduate and postgraduate levels. He is specialised in interdisciplinary research on economics and finance, and has published widely in both disciplines. He also serves as a member of the Banking and Finance Training Board of the Vocational Training Council of the Hong Kong S.A.R. Government.

Bruno S. Sergi is currently teaching International Economics at the University of Messina. He is a Fellow of the Lab-Center for Competitiveness at Grenoble Ecole de Management and a member of the Advisory Board of the Centre for EMEA Banking, Finance and Economics at the London Metropolitan Business School. His primary research interest is the political economy of transition countries. He acknowledges financial support from the University of Messina (PRA 2008–2009).

Over the past decades there has been a staggering growth and specialisation of knowledge in various academic disciplines. The emergence and development in an interdisciplinary perspective of global trade and marketing is well celebrated throughout this special issue of the *International Journal of Trade and Global Markets*. The issue strives for an expanded interest in the marketing and economic policy applications of modern realities as well as for better insights of the ongoing course of national economies in response to the dynamics of globalism, which is multi-disciplinary in nature and requires understanding of diverse disciplines to solve real-world business problems.

In this important scientific context, the Society of Interdisciplinary Business Research (SIBR), endeavours to extend knowledge and understanding of the real business world

from interdisciplinary perspectives, and acts as a focus and centre of excellence for interdisciplinary business research. An interdisciplinary business field is a field of study that crosses traditional boundaries between business disciplines or schools of thought. Interdisciplinary business research can range from sharing of ideas to full integration of business disciplines, especially the integration of their concepts, methodology, procedures, epistemology, terminology and data, and the topic is fundamentally multi-faceted or complex. SIBR aims to promote and facilitate interdisciplinary business research by providing a platform where researchers from different business disciplines can share and discuss their research findings.

The papers presented in the special issue have been presented at the 2011 SIBR Conference on Interdisciplinary Business and Economic Research, which was held on June 16–18, 2011, at the Ambassador Hotel, Bangkok, Thailand. “*Advancing Knowledge from Interdisciplinary Perspectives: Past Experience and Future Agenda*” was the main theme of the Conference. Over 100 papers have been presented at the Conference by researchers from various business and economics disciplines, who have shared their latest research findings and brainstormed new research ideas across disciplines. Because of the special significance of the special issue and likely conflict over their selection, we offer a brief account of how the selection process was carried out.

The papers appearing in *International Journal of Trade and Global Markets*’ special issue were peer reviewed following the procedure outlined as follows. The guest editors initially evaluated all manuscripts nominated for the special issues. Papers rejected at this stage were outside the aims and scope of the journal or were insufficiently original. Authors of manuscripts rejected at this stage were informed within approximately two weeks following receipt of their papers. Papers that met the minimum criteria were forwarded to an expert for further review. This special issue employed double blind reviewing, where both the referee and author(s) remained anonymous throughout the process. Referees were asked to evaluate the following aspects of the manuscripts:

- their inherent academic merit
- their relevance and new contribution to the existing literature
- their relevance to interdisciplinary business and economics issues
- their appropriateness for publication in *International Journal of Trade and Global Markets*.

As a result of this reviewing process, seven papers were accepted for publication in this special issue.

The aims of our editorial efforts are nothing less than to provide state-of-the-art coverage of the knowledge developed to date, including the dynamics and policy complications of modern interdisciplinary perspectives – thereby a study crosses traditional boundaries between business disciplines and schools of thought – as well as a great deal of useful information about the role of global trade flows and marketing strategic issues. Built upon the ongoing scientific activity of the Society of Interdisciplinary Business Research and Faculty of Economics, Thammasat University, to extend knowledge and understanding of the current trends in the world economy from interdisciplinary perspectives, the selected articles also focus into historical and theoretical context, knowledge the authors masterly combine with theory and practice. The immediacy of much of the recent troubles in the international context poses difficult

changes for policymakers and experts. Ultimately, debates intensify over international flows of products and services, continuous and endless competition and overall consumer worries, which have suffered from economic obstacles and unproductive measure of controlling subprime crises and other forms of financial instability recently. Having healthy financial systems can lessen the negative impact of instability which is observable in many places, noticeable in major financial centres and in countries where people have been hurt by the economic crisis.

No doubt over the past decades there has been a staggering growth and specialisation of knowledge in the various disciplines. Dozens of new subfields have appeared in all of them, and none has avoided some sense of 'identity crisis' bred by specialisation and fragmentation. The interdisciplinary approach adopted here have been affected profoundly by the computer, information and specialisation revolutions and their ramification into theory construction, data analysis, and publication and dissemination of data and knowledge. An increase in interdisciplinary connections and activities and expanded interest in the policy and applications of social and behavioural science knowledge pushes research in interdisciplinary directions, this in response to the dynamics of globalism and internationality.

Therefore, the aim of this special issue of *International Journal of Trade and Global Markets* is nothing less than to provide state-of-the-art coverage of the knowledge developed to date, including the dynamics and complications just noted. It will be produced in such a way that it will be of value to all interested and potentially scholars, students and those concerned with policy and applications, and to make this knowledge conveniently accessible. We see no need to alter these assessments at this moment of publication of this special issue. If anything, we are convinced that new developments in information technology require a special effort by the scientific community to make sure that its best knowledge and practice are available to as many segments of society as possible.