
Editorial

Syed Aziz Anwar

Scientific Research and Doctoral Studies,
Hamdan Bin Mohammed e-University,
Academic City, P.O. Box 71400, Dubai, UAE
E-mail: s.anwar@hbmeu.ac.ae

Biographical notes: Syed Aziz Anwar is a Professor and Dean, Scientific Research and Doctoral Studies, Hamdan Bin Mohammed e-University, Dubai, UAE. He holds a PhD from the University of Delhi. His PhD thesis was evaluated by a jury of the Commission of the European Union, Brussels. The jury sponsored the research work for publication in the UK in the form of a book, *The European Community and Indo-British Trade Relations*, Gower, (1983). His research papers and case studies have been published in scholarly journals and books in various parts of the world. He has made presentations at international conferences and seminars in areas such as marketing and international business. He serves on the editorial review boards of some scholarly journals in USA. He is the Founding Editor of *International Journal of Excellence in Tourism, Hospitality and Catering*.

The 2012 Academy of Global Business Advancement (AGBA) conference in the UAE demonstrated without doubt how wise leadership can transform a nation into a role model for developing countries attempting to design effective economic policies and strategies for the good of the people. As a guest editor of this issue of *JGBA*, I wish to thank Ajman University of Science and Technology and AGBA for providing an excellent platform for scholars, policy makers and practitioners to share their research output and cutting-edge ideas.

This issue contains six papers addressing interesting business issues in developing countries. Except the first and penultimate papers, the remaining four papers were carefully selected out of a large number of papers presented at the AGBA conference. Sohail et al. identify and analyse drivers of customer satisfaction in Saudi Arabia. This paper is likely to be of great interest particularly to the multinational enterprises seeking to enter the Saudi market. Cetin and Khan discuss a cybernetics perspective of cross-cultural issues and entrepreneurship research. A synthesis of strands of knowledge presented in this paper is likely to be of interest to researchers. The paper by Uniyal suggests an exploratory approach to develop a new scale to measure the construct of shopping involvement. The author provides a useful scale for researchers. Aeron and Jain focus on opportunity characteristics enabling commercialisation in high tech environment with the help of a case study of Indian telecom start-ups. The case has implications for the theoretical framework. The paper by Singla attempts to investigate the causal ordering of service quality and satisfaction by investigating their role in predicting

customer loyalty. The final paper by Madichie and Kolo, provides interesting insights into the sustainability question in the context of the UAE.

I believe that these papers offer interesting insights into the shifts in business dynamics in developing countries. I hope you will enjoy reading them.