
Editorial

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Biographical notes: Helan Ramya Gamage obtained her PhD in Entrepreneurship from the University of Queensland. In her PhD research, she explored micro and family start-up and their growth into international business, and developed a socio-cultural understanding and socio-cultural framework of entrepreneurship for Asiatic entrepreneurship. She has written course manuals and books on entrepreneurship and small business programmes. She has published several research papers in international, peer reviewed and ranked journals. She has experience in conducting workshops on entrepreneurship for technology and science disciplines at school level and university programmes for non-business students and chaired a team of curriculum development in entrepreneurship in Sri Lanka.

Purnendu Mandal is a Professor of Management at James Cook University Australia. He maintains a strong research and publication portfolio in inter-disciplinary areas including business technologies (IT/IS, SAP, computer simulations), supply chain management (modelling and simulation), system dynamics modelling, manufacturing/operations management, and business logistics. He published more than 150 journals and conference papers (refereed). His articles appeared in journals such as *European Journal of Operational Research*, *International Journal of Production Economics*, *Journal of Global Info. Tech. Mgt.*, *International Journal of Production and Operations Management*, *International Journal of Quality and Reliability Management*, and *European Journal of Purchasing and Supply Management*. He serves in four international journal editorial board and has edited three special issues of journals. He published 16 books (textbook, edited books and edited course materials).

Entrepreneurship has been studied and practiced for centuries. Popular west-driven entrepreneurship has dominated education and training across the world, irrespective of its relevance and applicability to Asian countries. Asiatic entrepreneurship as a field of study is emerging since 1980s with rapid growth of economies in Asia. Multinational companies as well as small and medium enterprises in the East and South Asian countries (Japan, China, Malaysia, Hong Kong, Taiwan, Singapore, South Korea India, Pakistan, Bangladesh, Indonesia, and Sri Lanka) require a different approach to entrepreneurial behaviour. The need for a different approach has further been accentuated by continuation of recent global economic and financial crisis in Anglo American and

Western economies. While Western economies suffered, the Asian entrepreneurs performed significantly well. This raises an interesting puzzle for academics to explore the process and managing Asiatic entrepreneurship and its sustainability benchmarking. Particularly, attention should go to ethics, corporate social responsibility, and governance that contribute for long-term sustainability of entrepreneurial businesses to improve economic and social development in nations. This special issue presents scholarly papers on sustainable entrepreneurship with focus to Asian countries. The articles are based on empirical research and they mainly highlight emerging trends in entrepreneurial ideologies in innovation and businesses performance in Asian context.

The first paper (by Gamage) deals with South Asian entrepreneurial drive, inspiration and motivation which go beyond the need for achievement. The authors argue that entrepreneurial motivation is fundamental to entrepreneurial activities and a central theme in literature since the evolution of entrepreneurship. The entrepreneurship models in existence in South Asia are often based on the western ideological assumptions of the need for achievement (n-Ach) and personality trait theory. Research on how socio-cultural factors influence on entrepreneurial motivation in the South Asian context where entrepreneurs are fashioned with unique social means of existence is indispensable. The exploratory nature of this culture-based research embraced the fundamental philosophy of subjectivism. A qualitative research methodology and inductive holistic case study approach including grounded theory analysis were allowed context sensitive theoretical understanding of reality of entrepreneurial drive in Sri Lanka to emerge. Findings of this study suggest that entrepreneurial motivation in Sri Lanka is rooted not in a need for individual achievement, but in the conscious or unconscious need to satisfy a sense of social intimacy. The emphasis on social power, social relations and collectivism create a setting for entrepreneurial motivation in Sri Lanka that drives almost directly counter to western ideologies of entrepreneurial motivation.

The second paper (by Budisantoso, Wickramasinghe and Teoh) examine the influence of creative shopping atmosphere through generating creative and innovative shopping experience for motivating optimum stimulation level on shopping experience. The results of a cross-cultural survey carried out in Perth (Australia) and Surabaya (Indonesia) are presented. A total of 618 supermarket shoppers in two locations participated in the study. The innovative store atmosphere factors that have significant relationships with inspiring shopping motivations in Perth are creative interior layout, entrepreneurial approach in creating and applying social factors and innovative store space. The study in Perth and Surabaya supports the relationship between cognitive responses and shopping motivation as a result of creating appealing shopping experience. This paper reveals that entrepreneurial aspects of creating customer perceived value of service quality.

The third paper (by Weerasinghe, Jayawardane and Ramlogan) addresses critical factors in SMEs in emerging economies in order to move forward to achieve excellence in performance for global competitiveness. It is well-accepted fact that SMEs in emerging economies significantly contribute to employment, GDP and the social well-being as well. However, their performance excellence to be competitive globally is needed to deal with strategic approach on innovativeness. This explorative study was to discover the innovative behaviour of manufacturing SMEs in the Western province of Sri Lanka using the stratified sampling method survey. The results of the survey has been further investigated and triangulated with focus group discussions. The study revealed that SMEs engaged moderately in product/service and process innovations and

improvements, though almost all are new to the firm. Inward-oriented isolated firms with limited linkages or information channels were found to be one main reason for less innovativeness. Hence, the study suggests that supportive infrastructure and links with the government institutions, research and technical support centres, and universities should be improved. 'Furthermore, it is required some kind of alignment and policy adjustments in international trade and investments, and also availability and accessibility of foreign employment for the development of SMEs'.

The fourth paper (by Rupika Senadheera, Gamage and Karunaratne) focuses on value driven Asiatic entrepreneurship. Values, ethics and their implication to the business is becoming the central components for shaping, and reshaping social and human systems including business, social and ecological sustainability within the wider society. This paper explores and articulates the existence of values and business ethics and its present practices within the Asian business context especially in Sri Lanka. Five case studies of established organisations in Sri Lanka were considered. The results of the study reveal that the entrepreneurs are practicing egoistic work ethicality; and the pattern of the majority of entrepreneurs' practice is a deontological type rather than the other type of ethicalities. Also, evidences reveal that the entrepreneurial focus is changing and moving to a new era of business processing such as re-manufacturing, recycling and re-using.

The fifth paper (by Nishantha and Pathirana) focuses on motivations for entrepreneurial career, their perceived success factors, and problems. The sample was selected from the list of entrepreneurs who were following the Certificate Course on Entrepreneurship at Open University of Sri Lanka. Results show that primary reasons for starting a business are to increase income, to obtain personal freedom, and to ensure job security. Factor analysis results revealed that small and medium-sized enterprises' owners are driven more by income related rewards than intrinsic rewards. Critical success factors of business include entrepreneur related characteristics, product and financial performance, social connections and human capital. Other success factors include management skills and government connections. Lack of reliable employees is the most serious problem faced by small entrepreneurs in Sri Lanka. In addition to that, weak economy, inability to obtain long-term finance, and too much competition, were also identified as important problems.

The papers cover a wide ranging area of entrepreneurship and the insights are significant in studying entrepreneurial behaviour in Asian countries. Further research in this emerging area is essential in realising the promises of the 'Asian Century'. We hope this special issue will further stimulate new research agendas in Asiatic entrepreneurship and sustainability.