
Editorial

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Biographical notes: Michael K. Fung is currently an Associate Professor of Economics at the School of Accounting and Finance, Hong Kong Polytechnic University. His research interest includes financial economics, industrial organisation and interdisciplinary research. He was an examiner for the Chartered Institute of Logistic and Transport (HK) and served on the Banking and Finance Industry Training Board of the Hong Kong SAR Government.

Bruno S. Sergi is currently teaching Economic Policy at the University of Messina. He serves as Center Associate of the Davis Center for Russian and Eurasian Studies at Harvard University. At the University of Messina, he is also Chairman of the PhD programme in Economic Sciences and Quantitative Methods (2011–2016). Since 2009 he has coached two networks of trade-union economic experts: the SEE TU Economic Experts' Network and the NIS TU Economic Experts' Network, both of which are under the framework of the Pan-European Regional Council of the International Trade Union Confederation. His primary research interest is international macroeconomics and the political economy of transition countries. He acknowledges financial support from the University of Messina (PRA 2008–2009).

The papers published in this *IJTG* special issue have been presented at the SIBR-UniKL 2014 Conference on Interdisciplinary Business and Economic Research, which was held on 7–8 February 2014, at the Royale Bintang Hotel, Kuala Lumpur, Malaysia. The conference was jointly organised by The Society of Interdisciplinary Business Research and The Universiti Kuala Lumpur Business School. The conference theme was 'The Interdisciplinary Approach to Research, Practice and Learning'.

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

This *IJTM* special issue strives to stimulate cross-disciplinary interest in International Market Strategies and Performance. Specifically, Wan Zulhafiz discussed the deficiencies of the risk allocation provisions of oilfield contracts in Malaysia and evaluated whether the principle of reasonableness test based on UCTA could provide a solution. Utilising the framework of Theory of Reasoned Action, Wong Ming Wong and Xian-Yang Zeng investigated the relationship between consumers' purchase behaviour and the remanufactured products' price and quality. Hamideh Pouresmaeili empirically examined Malaysia's exports that were severely hit during the 1997–1998 Asian currency crisis. Moreover, employing a Gravity Model, Shehu U.R. Aliyu and Sani Bawa assessed the determinants of Nigeria's export flows using longitudinal data from 1999 to 2012. The emergence and development of the above interdisciplinary business and economic issues is well celebrated throughout this thematic issue.