
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.

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The papers published in this *IJTGM* special issue have been presented at the SIBR-Thammasat 2014 Conference on Interdisciplinary Business and Economic Research, which was held on 5–7 June 2014, at the Emerald Hotel, Bangkok, Thailand. The conference was jointly organised by The Society of Interdisciplinary Business Research and The Faculty of Economics of Thammasat University. 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, seven papers were accepted for publication in this special issue.

This *IJTGM* special issue strives to stimulate cross-disciplinary interest in multi-dimensional impacts of marketing and operational strategies on business performance. Specifically, Vibha Dua Satija and Himanshu Puri studied the relationship between demographic factors and awareness of Islamic banking in India. Shuvam Chatterjee explored the strategies of olfactory Branding in the hospitality Industry. Ronald Sukwadi examined Indonesian SMEs' quality management practices in term of product quality, process quality, system quality, total quality, and business quality stages. Moreover, Nguyen Khanh Trung et al. investigated how environment franchise could influence the business performance of food and beverage franchise outlets in Vietnam. With special reference to possible differences between general and green advertising, Daniel Lameck and Ying-Jiun Hsieh studied the effectiveness of pop-ups and in-line advertisements among Taiwan online consumers. Based on a sample of 50 managers of auto-parts manufacturing companies, Houshang Taghizadeh and Abdolhossein Shokri identified the mutual influence of organisational agility empowerers in terms of gaining competitive advantages. In addition, Rajeeshwaran Moorthy estimated the influences materials cost-related factors on housing prices in the Malaysian construction industry. The emergence and development of the above interdisciplinary business and economic issues is well celebrated throughout this thematic issue.