
Preface

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Biographical notes: Muslim Amin is an Assistant Professor at Management Department, College of Business Administration, King Saud University (KSU), Riyadh, Kingdom of Saudi Arabia. Prior joining to KSU, he served as a Senior Lecturer at International Business School, Universiti Teknologi Malaysia (UTM-IBS). He holds PhD and MBA from National University of Malaysia (UKM) and BBA from Faculty of Economic and Business, University of Syiah Kuala, Aceh, Indonesia. His current research interests include service quality, customer satisfaction, customer loyalty, electronic commerce and interactive marketing, and entrepreneurship marketing. He is the author of more than 50 international refereed journal papers and international conference papers. His recent publications have appeared in journals such as *The Service Industries Journal*, *International Journal of Bank Marketing*, *Services Marketing Quarterly*, *Clinical Governance: An International Journal*, *The TQM Journal*, *International Journal of Retail & Distribution Management*, *Journal of Hospitality Marketing & Management*, *Journal for Global Business Advancement* and *International Journal of Islamic Middle Eastern Finance and Management*.

This special issue of *Journal for Global Business Advancement* brings you some of the best papers presented at various conferences held between 2012 and 2014. The papers were selected because of their exclusive and important contributions to interdisciplinary research. The papers offer a variety of interdisciplinary research topics from different perspectives that significantly represent the diversity and quality of the conference. All papers have been through a rigorous review process by several well-known experts in the field of hospitality management, international business, supply chain management and entrepreneurship marketing. We are proud of these papers and hope that this special issue will stimulate ideas for further study and will provide valuable and essential new knowledge that can enlighten interdisciplinary research into the global market. We hope also that this special issue will encourage you to attend the next AGBA conference. This preface contains a brief introduction to the topics covered in each paper and the exclusive contribution significantly prepared for readers.

Over three decades, research on service quality has been studied across industries and countries. Thus, investigating the service quality in different research settings is necessary (Amin, 2016; Choudhury, 2013; Ho and Lin, 2010; Singh and Kaur, 2013). It is important not only to understand how customers evaluate the integrated service

process from different industry and country, but also to identify the main dimensions, which measure integrated service quality domain.

The first paper, by Suwanamas et al., aims to propose and to test the model that describes the relationships between perceived service quality, customer emotions, customer satisfaction and customer loyalty in a five-star hotel setting in Thailand using the smart-PLS approach. A self-selection sampling technique was used to select the sample by sending the questionnaires to the guests who stayed at the hotel, out of which 425 guests returned the completed questionnaires. Partial least squares (PLS)-based structural equation modelling (SEM) was used to analyse the collected data, assess the model and test the hypotheses. The results of this study confirm that perceived service quality impacts customer emotions and customer satisfaction significantly, and all of these jointly influence customer loyalty. The findings of this study indicate that overall hotel guests are satisfied with the quality of services provided at five-star hotel in Thailand. In addition, the findings also showed a significant influence of customer's emotions on their loyalty that indicate emotions will act as an information source that can be linked to predict their future behavioural intentions.

The second paper, by Tamwatin et al., investigates the effect of tangible and intangible service quality on customer satisfaction and customer loyalty in the hotel industry. Six hypotheses were developed in this study. The findings confirm that tangible and intangible service quality significantly influences customer satisfaction and customer loyalty. The findings also revealed that customer satisfaction and customer loyalty are more influenced by tangible than by intangible service quality. This may be due to the fact that customers can directly experience the tangible service quality, such as cleanliness of the hotel in the rooms, lobby, recreational area and pool. Consequently, the results of this study indicate that cleanliness is an integral part of intangible service quality perceptions and can influence the satisfaction level of customers and develops positive behavioural outcomes.

Most scholars agree that international joint ventures have significant impact in influencing economic growth and firms' performance. However, how international joint venture affects market orientation and market performance in Asia context is limited. The third paper, by Julian and Xu, examines the empirical links between learning, innovation and marketing performance in Chinese international joint ventures. The relationship between market-focused learning, internal and external learning, and innovation with international joint venture (IJV) marketing performance were examined. Data were gathered via a self-administered mail survey directed to the Chief Executive Officer from 313 IJVs in China. The sample came from a wide cross section of industries. The findings indicate that market-focused learning, internal learning and innovation had a significant impact on marketing performance, and external learning was deemed to have no impact on IJV marketing performance. The findings of this study suggest that organisational innovation enables IJVs to achieve enhanced marketing performance, and the broader innovative activities of products, processes, marketing and managerial systems enable a firm to build an effective and differentiated customer value proposition enabling enhanced marketing performance outcomes.

The fourth paper, by Colak et al., proposes a conceptual framework of market orientation as an antecedents, moderators and consequences for IJVs. In this study, 11 propositions were established to fill the gap by extending the concept of market orientation to the international joint venture settings. This study suggests that performance of IJVs depends on the level of market orientation and innovativeness

achieved by the venture, and that these are affected by some inter-partner level (i.e., inter-partner cultural differences and inter-partner trust) and IJV level variables (i.e., IJV top management's attachment). For this reason, partner firms of IJVs should pay particular attention to certain mechanisms (e.g., open communication) that will increase top managers' attachment to the venture and generate trust among IJV managers and partner firms.

The fifth paper, by Bianchi et al., is on creative industry internationalisation: the impact of regulative, normative and cognitive institutions in developed and developing economies. This study aims at understanding the institutional factors that influence creative services exports in developed and developing economies. A multiple linear regression with 55 countries was made focusing on to what extent regulatory, normative and cognitive institutions affect creative services exports. The findings show that normative and cognitive institutions are relevant and foster creative industry internationalisation, and that each type of institution affects differently developed and developing economies.

Every firm has experimented with the different types of supply chain management integration due to the diversity of its players. For this reason, firms are required to provide a superior infrastructure in enabling effective supply chain management integration implementation and provide benefit for both parties. The sixth paper, by Afshan and Sindhuja, is about supply chain integration in the healthcare industry in India: challenges and opportunities. This paper looks at various opportunities and challenges of the healthcare supply chain scenario by analysing the literature related to supply chain integration and healthcare in India. The efficient management of the supply chain is very challenging. To make optimum use of resources, there exists a need to efficiently integrate suppliers, logistics, different departments of hospitals (pathology, radiology, medical stores, outpatient, etc.), suppliers and stores. The proper flow of products and information across all the departments and suppliers can help in removing the bottlenecks, and reduce the costs of the parties involved, which also helps in curing the patients at minimum cost, the shortest time and the greatest satisfaction. Some of the critical challenges of healthcare services in India are the involvement of many governmental institutions with the responsibilities partly divided between the centre and the states, resulting in an ownership crisis; a lack of alignment of the international accreditation system with the national standardised accreditation system.

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