
Editorial

Gianpaolo Vignali

School of Materials,
University of Manchester,
Oxford Rd, Manchester, M13 9PL, UK
Email: Gianpaolo.Vignali@manchester.ac.uk

The International CIRCLE Conference was created in 2003 as a virtual group of researchers. Today, each university has its own CIRCLE, which feeds into CIRCLE International and is based across 80 universities across the world. CIRCLE International disseminates research results to both practitioner and academic audiences and provides academic experts who speak on retail and consumer issues to both business and consumer media.

CIRCLE aims to bring together and provide a forum for practicing managers, academics and researchers throughout all university faculties together with a network of external partnerships. The conference allows for this research to be disseminated and the best reviewed papers presented at the conference are requested to submit their paper for review in the *International Journal of Business and Globalisation*. This year has seen some excellent contributions commencing with a focus on, 'The role of managers' perception in liquidity management – case of Croatia'. In this paper, the authors explore a company's liquidity within the retail and manufacturing trade of Croatia, the conclusions of this paper make reference to past socialist times and how this has influenced the structure of the organisation.

The next paper, 'An investigation of motivations to engage in eWom among inbound Muslim tourists to Malaysia', considers eWOM and particularly focuses on Muslim tourists in Malaysia. The study reveals that convenience and social reassurance are key factors which affect the pre purchase stage of the decision making process. Future direction of study and research are also presented in this paper.

Nicolas Adam Cambridge presents, 'Sartorial symbiosis or creative commensalism? Collaborations between Japanese fashion designers and western apparel makers', and in this paper, cross-cultural collaborations is explored linking the British high street to bespoke tailoring. An interesting focus of this paper looks at subcultures and its influence on fashion.

The next paper is open access and looks at the Stratics model. In 'Improving relations between business strategy and marketing tactics', the authors have developed a model in which business strategy and tactics can be visualised by the readers.

'Investment decisions and capital budgeting practices in German manufacturing companies' considers the methods and techniques used in this industry in making investment decisions. The result of the study reveals that net present value (NPV) is the main method used by the sample.

Finally, '21st century luxury fashion retailers' marketing strategies for customer satisfaction: UK perspective' reveals that product quality, service quality, and digital in-store interaction has a great emphasis when purchasing in store. Service quality is an

important determinant in customer satisfaction and this paper explores the in-store experience linked with this.

Overall, I hope that you enjoy this special issue and the works presented by the authors; they really are a true testament to the research being presented by these leading academics.