
Editorial

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Biographical notes: Vandana Ahuja has over 15 years of experience across the corporate sector and academia. She is the author of *Digital Marketing* – a book published by Oxford University Press. She has worked with the Jaypee Group, and NIIT, India, where she was responsible for business development and marketing for corporate training programs. She has been actively researching the domain of the collaborative web, with focus on its contributions to the fields of marketing and CRM and has several years of research experiences. At Jaypee Business School, she is Associate Professor and Area-Chair, and teaches Sales and Distribution Management, Social Media & E-Marketing, and B2B Marketing.

The Jaypee Business School, India, organised its first ‘International Conference on Advances in Management and Technology in a Global World (ICAMT-2015)’, in association with the University of Nebraska, Omaha, USA, in 18–20 December 2015. This conference aimed at recognising the importance of upcoming business practices and the changes brought about by technology, and attempted at offering a platform for discussion on contemporary issues. The conference aimed at bringing together leading academic scientists, research scholars and members of the corporate sector to exchange their experiences and research results on diverse aspects pertaining to Business, Management and Technology. The conference also provided an interdisciplinary and multidisciplinary forum for delegates to present and discuss the most recent innovations, trends and practical challenges encountered, and solutions adopted. This special issue covers a set of research papers presented at the conference, which are supposed to add value in the fields such as digital marketing, and shed light on new directions in traditional, but important fields such as stock investment behaviour and capital structure dynamics.

The first paper, ‘Understanding indian retail investors’ stock investment behaviour: an empirical study’, by Chhavi Mehta and Neena Sondhi focuses on stock markets which play a crucial role in economic growth. The paper examines the key participants which include institutional investors, foreign investors and individual investors, and traces how they play the role in making the stock market active and vibrant. Of the three groups of investors, the individual investors, often known as retail investors, provide a stable ownership base, as most of them do not trade as frequently as the other investing groups; thus, contributing to the stability of the stock market (Tanaka, 2006). The paper attempts to understand the opinion of individual investors on stock market investing, evaluate their behaviour based on the pattern of their investment, their trading habits and the decision-making process. Further, this paper explores whether the stock market investors in India

are a homogeneous population or have diverse segments that think and behave differently. The study is of value to financial service providers in designing their offerings and servicing the investor segments.

The second paper, 'Functionality of turnover intention and management strategies for sales force: an empirical investigation', by M.A. Sanjeev, Naseem Abidi and A.V. Surya deals with the turnover in the pharmaceutical industry. Pharmaceutical industry has traditionally relied on direct selling due to its legal restrictions and technical nature. The industry has been replete with high employee turnover due to low level of job satisfaction. In the literature, the relationship between job satisfaction and employee turnover has been reported as negative. This paper however, argues and empirically substantiates that there is a dysfunctional positive relationship between these two variables in some cases, and there is no negative relationship unanimously, as purported. Using a sequential exploratory design, the researchers also examined the ways managers understand and manage this dysfunctional situation.

The third paper, 'A study of capital structure dynamics on the value of Indian firms using panel threshold regression model', by Sakshi Khanna, Amit Srivastava and Yajulu Medury proposes an optimal or 'threshold' level of debt at which the firms can maximise their value. This is done in the context of Indian firms. The researchers argue that the firms in different sectors have different capital structures, hence their effects on firm value. They subsequently determine the threshold level at which value maximisation is achieved across sectors. The study may help finance managers from different sectors optimise their capital structure, and maximise firm value.

The fourth paper, 'New paradigm of digital marketing in emerging markets: from social media to social customer relationship management', by Shirin Alavi explores the usage of Facebook as a tool in promoting customer relationship management (CRM) in emerging markets. In the last few years, organisations in emerging markets like India and China have witnessed an explosive growth of social and professional networks. The purchasing power of consumers in these emerging markets has increased significantly. Social media as a CRM strategy presents marketers with an opportunity to build affinity with customers. This paper highlights how the objectives of social CRM i.e. customer bonding, customer loyalty, customer retention and customer segmentation are achieved by organisations across different industries through Facebook, and will be of value to social media practitioners.

The fifth paper, 'Entrepreneurial attitude orientation and employability: mediating role of entrepreneurial personality', by Rajnish Kumar Misra and Prachee Mishra focuses on how entrepreneurial attitude orientation (EAO) of employees contributes to employability. Business organisations have always raised concerns about the employability of applicants at junior and middle levels. Fugate and his associates (2004) explained employability as a personal construct, while other researchers focused on portable skills that executives carry when they change organisations. This study will be of value to HR practitioners and academics in the field. HR practitioners can prepare HR policy on selection according to the research results. Academics on the other hand may use this research in designing professional curriculum that develops EAO and employability skills simultaneously.

The sixth paper, 'A study of factors for private label brands' success in food, grocery and apparel', by Ajay Singh and Debdeep De focuses on the factors which are considered by consumers in relation to private brands and how an organisation increases the sales via its brand. The study is exploratory in nature. The outcome of the study reflects that

price consciousness, quality, brand image, self-perception and store image influence a consumer's purchasing decision. These factors may change due to a different value proposition provided by the private labels as compared to national brands. It is vital for organisations to focus on specific factors to boost the sales of private labels and enhance their image with their consumers.

This special issue intends to throw light on some fascinating subjects in the field of Management and Technology and share value with researchers in this domain. The management domain evolves as new technologies, concepts and ideologies continuously emerge. The changes in management thought further open up venues to academics, research scholars and corporate practitioners for their research and knowledge transfer venturing.

References

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