Editorial

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Globalisation and complexity in todays fast pace business environment frequently lead to knee-jerk business decisions. Often the lack of information (or poor information) of the business and systems can have an adverse effect on managerial decision-making process, giving false notion of the outcomes. Time and again perception-based choices of business decisions were found to be adversely affecting the future of firms. So, it is imperative to learn how to make better decisions by using the proven managerial practices to diminish business disintegration hazard. A successful strategy in business requires a broader perspective that includes both, an understanding of the market need as wells as the knowledge of established business models, strategies, system and various functional areas of a business. Evidence-based management can help a manger to design a sustainable business model to make better decisions by linking informed social science with organisational research (Rousseau, 2006).

Evidence-based management is not a new concept; it acts as a bridge between research and practice to make better decisions. Evidence-based management means making decisions based on best accessible facts, that is, scientific findings and unbiased organisational facts. Many authors pointed out that through practicing evidence-based process, managers can develop into experts and makes business decisions based on the best available scientific evidences and research, by interlinking human behaviour, business and system dynamics (Walshe and Rundall, 2001; Barlow, 2004; Lemieux-Charles and Champagne, 2004; Rousseau, 2006; DeAngelis, 2005).

Head (2010) argued that evidence-based process is a goal rather than an accomplished outcome. Rousseau (2006) suggested that evidence-based process emphasises on valid learning and continuous improvement. The primary objective of the evidence-based process is to improve the reliability and effectiveness of the recommendations with possible alternatives relating to the policy decisions. This will help the decision makers to know what works well under diverse conditions.

As discussed, evidence-based practices improve the overall quality of managerial decision makings through deliberative use of relevant and best available scientific informations. This field of study has emerged from empiricism with the aim of applying scientific method to improve managerial decision-making process. Rousseau (2006) suggested the following features characterising the evidence-based practice:

- knowledge of cause-effect relations and put it into practice in business decision

- identification and isolation of the factors that evidently affect desired outcomes

- create a culture of evidence-based decision making in the organisation thorough research and development strategy

- using information-sharing communities to check on overuse, underuse, and misuse of specific practices

- creating a decision support/practice to validate the accessible information, along with the model building techniques that make the decision easier to execute or perform

In recent years, advances in information technology and data mining systems helped mangers to analyse, define and design the shared information of an organisation for decision-making process. Along with better knowledge of information architecture of the organisations and best available scientific evidences and resources has started contributing incredibly in the business decision-making process. Though the task is

difficult, but the new paradigm motivates the practitioners' to develop the existing practices through relevant scientific evidences. We feel that the papers considered for this special edition will align with the growing practices of evidence-based process in the management theory. The papers included in this special issue also advocate the use of evidence-based process as a mechanism to support and improve the business system planning. It can be achieved by understanding science behind the behavioural principles and developing knowledge based on practice, response, and evidence.

In the last few decades, evidence-based research methodology has widely been applied effectively in diverse fields, viz. medicine, education, psychology, etc. (Lemieux-Charles and Champagne, 2004; Sackett et al., 2000; DeAngelis, 2005). The papers included in this special issue reflect this diversity and recent trends in management theories in addition to applications of these theories in practice. The papers in this issue are organised as follows: the first paper uses the Kano model to systematically capture, plan and manage suppliers' perceptions, expectations and attractions to enhance supplier satisfaction. Second paper focuses on the development of a conceptual model of Gen Y employees by exploring human resource and strategic interventions. Third paper of the issue identifies and ranks the critical factors in implementing the reverse logistics for Indian auto component manufacturing companies. Fourth paper concerns with optimal selection of multi-criteria area facility layout problem using integer linear program and Bora-Kendall-based model. Fifth paper provides an integrated SA-DEA-TOPSIS-based solution for multi objective stochastic dynamic facility layout problem. The sixth paper qualitatively analyse the impact of psychological pricing strategy on consumer buying behaviour. Seventh paper focuses on the long tail and blockbuster using data driven approach. Eight paper of the issue discuss the application rick focused e-CAM model for the M-commerce in the context of Metro-India. The second last paper focuses on efficiency of decision-making units using fuzzy approach. The last paper focuses on effectiveness enhancement of marketing practices for a tourist destination.

In the first paper, Kumar and Routroy analysed the extraneous effect of supplier satisfaction on the preferential positioning of a manufacturer. The study is an innovative attempt to collect and evaluate the supplier's perception and expectation. In this study, author(s) attempted to resolve this issues using Kano model and performance value analysis.

Second paper, a conceptual model of retention of Gen Y employees had been discussed by Naim and Lenka. The authors focus was on the changing workforce characteristics due to influence of Gen Y employees as they contribute significantly in the current workforce. In this study, author(s) focused on the exploration of certain human resource and strategic interventions for the retention of Gen Y employees. The study also presented an integrated conceptual framework consisting of leadership, mentoring and social media to achieve the objective of retention of Gen Y employees.

The third paper by Luthra, Mangla, Kumar, Garg and Haleem, identified and prioritised the critical factors (CFs) in implementing the reverse logistics (RL) practices for Indian auto component manufacturer. Authors focused on two objectives: first was to identification of CFs in implementing RL and second was, prioritising them in the context of Indian auto component manufactures. In total, 13 CFs were identified in the paper for the implementation of RL practices. Author(s) used analytical hierarchy process (AHP) technique for prioritisation of the identified CFs.

The fourth paper authored by Kumar and Singh was an attempt to get a solution for multi-criteria unequal facility layout problem. Using SPIRAL, authors considered six criteria to solve this problem. Ranking of the various alternatives were done using AHP and IRP techniques. Further to get an optimal selection of multi-criteria unequal area facility layout, integer linear program and Borda-kendall method was applied.

In the fifth paper, Tayal and Singh, proposed an integrated methodology of combining algorithmic and procedural techniques. Authors identified, an optimum layout, based on the highest degree of satisfaction for all the criteria. The authors also developed a simulated annealing meta-heuristic program to generate a set of layout based on both qualitative and quantitative aspects of facility layout problem. DEA and TOPSIS was used to identify a subset of efficient layouts and rank those layouts based on the criteria and their and weights.

Sixth paper authored by Kumar and Pandey focused on the impact of psychological pricing strategy on consumer's buying behaviour. The study theoretically examines the impact of psychological pricing on consumer buying behaviour. Results of the study showed that various socio-demographic factors and psychological patterns, anchors the heuristics influence on consumer buying behaviour. In addition, study showed that low involved customers are prone to select the nine-ending priced products and services.

Seventh paper by Ranjani and Kumar focused on effective management of both long tail and blockbusters. Traditionally, organisations focus more on the blockbuster rather than the tails. Due to advent of internet driven market concept of long trail has emerged, that shows that this product category can also generate profitability. This study focused on having a data driven strategy for effective management of both blockbusters and long tail product in the case of Indian SME food sector.

In the eight paper, authors Aggrawal and Burman discussed the issue of changing perceptions of customers in the electronic age. Data for the study was collected from the consumers those are involved in the M-commerce purchase. This study used both qualitative and quantitative approach to recognise the user changing behaviour in the contemporary era. Author(s) used e-CAM model which is a combination of TAM and the various theories of perceived risk, to describe consumer adoption of m-commerce platform. The results of the study recommended the maturity level of e-commerce environment have an effect on overall customer adoption for m-commerce.

Ninth paper by Agarwal aims at measuring the scale efficiency of decision-making units with fuzzy input and output data using fuzzy data envelopment analysis. In this study, both input and output data can be represented as linguistic variables. Further to get solution of FDEA concept, author used chance-constrained programming and credibility approach.

The last paper by Pawaskar R and Goel entitled enhancing the effectiveness of marketing a tourist destination using satisfaction analysis. The main objective of the article was identification of those destinations attributed that are important in choice of destination, leading to building expectations. Further, this study also evaluated tourist satisfaction on these important attributes after the experience of the tourists who visited the beach destination of Goa. Findings of the study also recommend improvement in service features in order to increase the attractiveness of Goa.

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