
Preface

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Biographical notes: Ibrahim Tabsh is an Associate Professor at the University of Dubai, Dubai, UAE. He holds a PhD in Economics from the University of Bath, UK. His current research interests focus on entrepreneurship, incentives and business development. He teaches at both undergraduate and postgraduate levels. His recent papers have appeared in *Emerald* and *Inderscience* publications.

I am pleased to present the *Journal of Global Business Advancement's (JGBA)* special issue on "Business challenges in emerging markets".

JGBA's editorial board is keen to motivate international scholars to share their knowledge and expertise in the theory and practice of global business, which provides a great opportunity for researchers from developing countries to exchange their knowledge in various disciplines with the aim to contribute to the globalised dissemination of knowledge.

In the new front contents, it shows three papers that tackle a wide range of issues from marketing management, finance, law, and quality management in emerging markets. The first paper 'Examining the relationships between service quality, perceived value, customer satisfaction and purchase intentions: a marketing study of Bangkok's metropolitan rapid transit system, Thailand', by Chongsanguan et al. tackles an important issue because public transportation in Bangkok is a critical sector in a city that is ranked among the top in the list of most congested global cities (BBC, 2012). Analysing the responses from 400 passengers of Bangkok's metropolitan rapid transit (MRT) system, the authors concluded that service quality significantly influenced passengers' perceived value. Both perceived service quality and perceived value significantly influenced customer satisfaction and consequently customers' purchase intentions. This study can be of relevance to other Asian cities whose economy depends heavily on an efficient public transport system.

In the second paper, Khan and Khan attempt to assess the consumer-based brand equity of the top five international fashion apparels and apprehend their salience in the Indian market using a structured questionnaire administered to 500 respondents from six Indian metropolises. The results revealed that brand awareness and brand loyalty influenced brand equity more than brand associations and perceived quality. The results of this study are likely to attract interest from global retailers planning to enter the

lucrative and growing Indian apparel market, which has witnessed a pronounced demand for foreign brands by consumers in the last decade.

In the third paper, Mehmood and Hilman present an extensive and critical review of past research on the relationship between product diversification and performance, and suggest avenues for future research. Their paper is likely to be a valuable reference for researchers in this field owing to its comprehensive and extensive review of this topic.

I hope this issue of JGBA will provide further insight into the multi-dimensional challenges faced by organisations in emerging markets, and will permeate further useful discussions, academic debate and valuable future research.

Reference

BBC (2012) <http://www.bbc.com/news/magazine-19716687>