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## Editorial

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**Biographical notes:** Syed Aziz Anwar is Professor and Dean, Research and Doctoral Studies, at Hamdan Bin Mohammed Smart University, Dubai, UAE. His PhD thesis entitled, “Enlargement of the European Economic Community and its Impact on Indo-British Trade Relations” was evaluated by a jury of the Commission of the European Union, Brussels. The jury sponsored the research work for publication in England. The thesis was published in England in the form of a book, “The European Community and Indo-British Trade Relations” Gower, England (1983). His books, case studies, roundtable reports and research papers in the areas of international business and marketing have been published in USA, UK, Singapore, UAE and India. His academic and professional experience includes lecturing, researching, designing and implementing management degree programs, imparting training, preparing documents for program accreditation and conducting consulting assignments in the areas of marketing and international business in a number of countries. He serves on the editorial review boards of some scholarly journals in USA, UAE and New Zealand. He is the founding editor of *International Journal of Excellence in Tourism, Hospitality and Catering*.

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This special issue spotlights the growing significance of context-specific empirical research. It offers an exciting look at the innovative and illuminating manner in which researchers in developing countries are engaged in enriching literature in the international business arena. As the journal has evolved, it has certainly recognised and encouraged seminal contributions made by scholars and practitioners from developing countries. The five research papers and a case study presented in this issue reflect a broad spectrum in terms of theoretical foundations, empirical contexts, thought-provoking research questions and fruitful analysis of results.

Sohail in his paper, ‘Green marketing strategies: how do they influence consumer-based brand equity?’ addresses a gap in the literature by focusing on green consumers’ stated pro-environmental beliefs and actual consumption behaviours of purportedly green consumers. Based on a review of literature, a conceptual model is developed. Drawing upon relevant extant literature, the paper proposes a research model to evaluate the relationship between green marketing mix elements and the dimensions of consumer-based brand equity.

Anwar and Al Saadi in their paper, ‘Testing SERVQUAL in a smart service environment: evidence from oil and gas sector of the UAE’ link oft-quoted SERVQUAL and smart service quality streams of literature and extend our understanding of how firms

respond to government policy on smart services to enhance their legitimacy in the national environment.

Hassi and Storti in their paper, 'Interplay between the convoluting forces of culture and globalisation' conclude that insights embedded with the different perspectives are conducive to a more insightful and logical debate on the interactions that unfold as the globalisation of modern economies encounter cultural diversity within organisations. The latter is vital for researchers and practitioners at the workplace as the subject area confronts considerable limitations in research across all the disciplines, but even more so in international business management with the latter as the abode where interactions between globalisation and culture are exhibited.

By focusing on the image issue of Volkswagen, Latif presents an interesting dilemma for academics and practitioners. The case can be used to generate illuminating classroom discussions in all parts of the world.

Prince and Krairit investigate how consumers' psychological interpretations about organic meat's attributes stimulate their intentions to purchase the meat. The paper addresses a promising issue in contemporary literature.

Lagat and Frankwick, in their paper 'Marketing capability, marketing strategy implementation and performance in small firms' employ the resource-based view and dynamic capabilities theories to examine the relationships among marketing capabilities, marketing strategy implementation, and firm performance. 296 small firms in Kenya were surveyed using self-administered questionnaires. Regression and bootstrap results of the survey support the proposed model. It was found that effectiveness of marketing strategy implementation positively moderates the effect of marketing capability on small firms' market and financial performance.

I believe that the papers presented in this issue reflect the broadening of the scope of empirical and case research in developing countries. I hope, you will enjoy reading the papers and the case study.