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## Editorial

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### 1 Introduction

This last, fourth issue of the *International Journal of Comparative Management* for Vol. 1, 2018 publishes four academic papers addressing different research problems. These articles have been reviewed following a double-blind review method and revised and resubmitted timely using the *IJCM*'s online submission gateway. Thanks to board members and reviewers for their valuable feedback in a timely manner.

The first article by Kerstin Bremser, Nadine Walter and Veronique Goehlich (University of Pforzheim, Germany) analyse an interesting practical question in global marketing and advertising literature, that is, how do British viewers' in comparison to French viewers' response to commercial advertisements in the case of Red Bull. Contributing to Hofstede's cross-cultural dimensions and advancing our understanding of the glocal approach of brand advertisements, the paper suggests that even though the commercial and the lyrics are differently understood and interpreted in the two contexts, the targeted marketing message is equally conveyed.

The second article by Christina Öberg (Örebro University, Sweden) study an underexamined, yet a noteworthy research question in mergers and acquisitions literature, that is, how do top-management principles affect international acquisition processes in the case of Toyota's acquisition of BT Industries. Framed within qualitative case method drawing from interviews and archival sources, the study underlines that the management principles refer to underlying ideas of the focal acquiring company, its values, and ways to pursue business are key elements to design and implement post-acquisition integration plans successfully.

The third article by Swayam S. Panigrahi and Bandita Sahu (Institute of Public Enterprise; Indira Gandhi Institute of Technology, India) provide a first-hand survey analysis of interactions among the enablers of green supply chain management implementation in the manufacturing industry using interpretive structural modelling. The study identifies that in practice, green methods to reduce GHG emissions, eco-friendly raw materials, and recycling, recovering end of life products are key enablers influencing aluminium industries decision to adopt green supply chain management systems.

Last but not least, this issue brings a review article authored by Minisha Gupta (IMS Unison University, India). The paper reviews over 115 research articles on innovation process from an idea to a final product. By discussing the origin of innovation, theories of

innovation, antecedents and contextual factors of innovation, types of innovation, sources of innovation, types of organisations adopting innovations and consequences of innovation, the author presents a conceptual framework of innovation process. The paper tabulates year-wise publication output, most cited papers/journals, and innovation process' elements/further classification.

We sincerely hope that the articles in Volume 1, 2018 (the previous three issues and this issue) would advance our knowledge and make meaningful contributions to various strands of the management literature.

We look forward to receiving novel academic contributions for potential publication in *IJCM*'s future issues.

## **2 *IJCM*'s publication statement**

Diversity, equality and integrity as focal ethical values, principles and guidelines of the journal, the Editor-in-Chief, the editorial board and the Inderscience Publishers offer constructive recommendations, guidance and desk support to all submissions timely and effectively. To protect the intellectual property rights of academic research, the Editor-in-Chief and the Inderscience Publishers will strictly execute necessary disciplinary actions without any biased reasons.

## **3 *IJCM*'s peer-review policy**

The journal follows a double-blind review policy to evaluate and make a decision on new/revised manuscripts. With utmost interest and academic dedication, the EIC and editorial board would make great efforts to get review comments from at least two subject experts and communicate the first decision within 7–10 weeks of the manuscript submission. The EIC politely requests authors and reviewers to complete the review assignments and revisions timely. Please be advised that the board recognises Best Paper and Best Reviewer of each volume with a certificate of appreciation.