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## Editorial

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**Biographical notes:** Sujeet K. Sharma is an Associate Professor in the Management Information Systems Area at the IIM Tiruchirappalli, India. Prior to this job, he worked with Sultan Qaboos University, Oman for eight years. He has published 40 international journal articles and has presented his research in top tier conferences held in the USA, Italy, Malaysia and other countries. His ResearchGate score is 25.75 and Google Scholar citations stand at 750. In 2018, he won the Best Research Award from the Sultan Qaboos University, Oman. He is serving as the Editor-in-Chief of the *International Journal of Business and Data Analytics* published by Inderscience, Switzerland. In addition, he is serving as a Coordinating Editor for *Information Systems Frontiers*. He has also served as a guest editor to the *Journal of International Education in Business* published by Emerald in 2017. Furthermore, he is serving as a Series Area Editor (IT/IS adoption) in the Springer Book Series *Advances in Theory and Practice of Emerging Markets*.

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*IJBDA* aims to be a dominant knowledge forum for cutting-edge research developments in analytics theory and applications within the context of business management. Data analytics receives considerable attention because it defines the competitive dynamics of the modern business environment. Ever-increasing research activity in data analytics underlines the importance of a global platform for sharing the latest advances in this area. Thereby it is imperative to have a research platform addressing and exploring the contributions of data analytics as well business analytics in business as well as varied disciplines of academia. *IJBDA*, therefore, seeks to fulfil demand for significant research results in key analytics areas of primary business disciplines.

There are seven articles in this issue. In the first article, Adarsh Garg and D.P. Goyal highlighted the importance of data analytics in sustaining the business competitive advantage. The authors argued that data analytics will be of less importance if senior managers lack the understanding of business context in which the forecasted knowledge is to be employed and help in sustaining the competitive advantage. Therefore, there is a need of strong framework which can integrate analytics with the knowledge base of the organisation along with skilled managers. Author has proposed a novel theoretical framework and its empirical analysis to integrate analytics to minimise the uncertainties in sustaining the business competitive advantage.

In the second article, Nicolle Clements discussed the concerns related to the multiplicity of data and compounding errors. The existing multiple testing procedures in the context of applied business problems are reviewed in a systematic manner and summarised for clarity. Author has taken specific numerical examples to illustrate the techniques and demonstrate the statistical power of each techniques. Finally, author has

taken up three business related cases where there is a possibility to overlook multiple testing in data analysis.

In the third article, S.K. Yadav, Dinesh K. Sharma and S.S. Mishra proposed a new estimator as an important tool in the data analytics domain. A new estimator is presented with the sampling properties, bias, and mean squared error. Authors used a sample from literature to demonstrate the superior performance of the proposed estimator over a set of existing estimators of the population variance.

Next in the fourth article, Anshul Ujlayan and Manisha Sharma used similarity analysis, a data analytical tool to enhance the candidate screening process. There are a number of advanced recruitment methodologies with a set of concerns such as risk of failure, loss of time and money among others. All organisations attempt to hire best possible candidate with right set of skills in a limited time span with the lowest possible costs. Authors attempted to employ similarity analysis (latent Dirichlet allocation) for a random sample from IT industry to match profile of candidates and job descriptions. The findings will be useful in matching the profiles of candidates with the required features of job descriptions.

In the fifth article, Riktesh Srivastava discussed the importance of data for the government decision making. A huge set of data from multiple sources is being collected daily by the governments. Analytics on big data provides useful insights for effective governance. With the substantial increase in the online media, Government of India has identified need to engage with citizens using digital platforms. In this study, author used eight online media platforms to collect and analyse three historic moves of Government of India namely Digital India, demonetisation, and goods and services tax (GST) in India. The collected text was evaluated based on Profile of Mood States (POMS) tagging and captured opinion analysis for effective governance.

In the sixth article, Wenbin Sun and Sudhakar Raju has developed a novel technique in the context of big data and machine learning which has rarely been used in the empirical marketing literature. Authors provided a unique marketing perspective to the financial risk management literature by advocating that idiosyncratic volatility can be minimised by enhancing marketing, operational and R&D capabilities. Authors investigated the relationship between idiosyncratic risk, firm capabilities and financial control variables using the least absolute selection and shrinkage operator (LASSO) – a penalty-based, variable selection and shrinkage technique. The findings revealed that R&D, marketing and operational capabilities have no statistically significant individual effects, the interactive effects between marketing capability and R&D intensity have a significant effect on reducing idiosyncratic risk.

In the seventh article, Vishal Jain and Shalini Bariar presented a study to understand the impact of brands country-of-origin image on the development of brand equity of hair care products using analytical models. This study reveals that the country-of-origin image has a positive and significant influence on brand equity in the absence of mediators whereas the presence of mediators the relationship between country-of-origin image and brand equity becomes insignificant. It implies that there is a mediation effect of country-of-origin image on brand equity. A set of useful implications are provided for decision makers.

The *International Journal of Business and Data Analytics (IJBDA)* publishes full length research papers, research notes, case studies, review articles, book reviews. In addition, special issues on contemporary topics will be published.

In the end, I would like to thank all editorial board members and Inderscience Publishers for their untiring support to see this journal in reality. I would also like to thank all authors to publish their research outputs in the *IJBDA*. It is worth mentioning here the important feedbacks provided by the reviewers to authors to improve the quality of their manuscripts. Finally, I hope that readers will find the articles published in *IJBDA* useful and thought provoking.