
Editorial

K.S. Reddy

School of Management,
Xi'an Polytechnic University,
No.19 Jinhua South Road,
Xi'an, Shaanxi 710048, China
Email: cssrinivasareddy@live.com

1 Introduction to the issue

The double issue (1–2) of the *International Journal of Comparative Management* in Vol. 3, 2020 brings out six papers, which examine some interesting research questions in contemporary business management literature/practices. These articles have been reviewed following a double-blind review method and revised/resubmitted timely via the *IJCM*'s online submission gateway.

The first paper titled 'Does board effectiveness matter for bank performance? Evidence from India' by Madhur Bhatia and Rachita Gulati provides robust comprehensive empirical results and contributes to the growing literature on firm performance and corporate governance in emerging economies. Using public and private sector banks information in India for the period 2005/06 to 2016/17, authors examine the impact of board effectiveness (e.g., CEO duality, board size, board committees, independent directors) on bank performance measured by return on assets and return on equity. They find that CEO duality, i.e., chairing two top-management positions improves bank performance, which supports the stewardship theory and also present several useful results relating to public and private sector banks.

The next paper titled 'The shape of female board representation' by Christina Öberg extends the current literature on board interlocks and gender diversity by studying how board members' representation between men and women influences the woman's power on a particular board. The author discusses some important board interlocks typologies, including the single interlock, the board of multiple interlocks, the isolated networks, the board professional, and the elite club. A representative list of practical cases from Sweden has been illustrated, followed by propositions in the need for future research.

The third paper titled 'Formulation of infrastructure index for BRICS and the effect on growth' by Rohit Apurv and Shigufta Hena Uzma develops the infrastructure index for Brazil, Russia, India, China and South Africa and examines whether the index has an impact on economic growth. Taking the most relevant time series data over the past three decades divided into four structural breaks, authors report extensive econometric results, notice an increasing trend for telecommunications index and an uneven trend for energy index, while the overall infrastructure index has an insignificant effect on economic growth. Their results corroborate the existing literature and underscore the need of infrastructure investment in emerging markets.

The next paper titled ‘The doxa about sustainability: a path constructed by narratives from an organisational field’ by Camila Cristina Ferreira, Rafael Borim-de-Souza, Rodrigo Maia Marinello and Jacques Haruo Chiba makes efforts to extend the understanding of Bourdieusian sociology in an organisational context by exploring the doxa and sustainability concepts. From their survey interviews with a unique case organisation, authors narrate ‘field’s doxa presents elements that do not corroborate to the sustainable development and that even denounce a symbolic domination within the field’. The authors, hence, urge the need of more field studies to understand the impact of sustainable practices.

The fifth paper titled ‘Will direct comparative advertising works for a leading brand? A study of the honey market’ by R.K. Srivastava tests the elaboration likelihood model in the context of a comparative advertisement for low-involved product brands like honey, i.e., leading brand Dabur honey vs. challenger brand Patanjali honey. Based on exploratory survey data collected before and after showing the comparative advertisement, the author suggests that religious belief, age, gender and celebrity endorser factors have profound impacts on the customer purchase intention.

The last paper in this issue titled ‘Evaluating the role of customer incivility and job strain on psychological health’ by Anugamini Priya Srivastava adds to the psychological health and cognitive literature by analysing the impacts of customer anger/frustrations and job strain on bank employees’ psychological health in the Indian context. The author finds that job strain has a negative effect on the psychological health of bank employees, confirming that job strain mediates the relationship between customer incivility and employees’ psychological health.

I hope that academic researches published in this double-issue would advance our knowledge and contribute to various strands of the management literature.

I look forward to welcoming unique management perspectives and empirics for consideration in the *IJCM*’s future issues. Scholars may please direct all queries, special issue proposals and suggestions to Editor-in-Chief K.S. Reddy.

2 Acknowledgement of reviewers

The Founding Editor-in-Chief K.S. Reddy and Inderscience Publishers wish to thank very much and acknowledge the review support and time given by subject experts, including board members of the journal, during the year 2019. On behalf of the board, special thanks are due to conference partnering institutions for promoting the journal at their conference venues.

Abhishek Behl

Akriti Chaubey

Anamika Singh

Anugamini P. Srivastava

Bhavin Shah

Boonlert Jitmaneeroj

Colleen O’Brien

Divya Verma Gakhar

Ehsan Rasoulinezhad

Ernesto De Nito

Gilmar Masiero	Rachita Gulati
Godfred Amewu	Rafael Borim-de-Souza
Greg G. Wang	Raiswa Saha
Gyan Prakash	Rama Koteswara Rao Kondasani
Himanshu Joshi	Rama Krishana Gupta
Hui-Fun Yu	Rasidah Mohd Rashid
Imlak Shaikh	Rishi Raj
Isuru Manawadu	Ritika Mahajan
Jones Odei Mensah	Rosa Caiazza
Josiane Fahed-Sreih	Sarah Philipson
Kanupriya Gupta	Satyanarayana Parayitam
Kottala Sri Yogi	Sayoni Santra
Manchuna Shanmuganthan	Shao Peng
Manuel Portugal Ferreira	Shilpi Saha
Michail Nerantzidis	Shraddha Mishra
Mingqiong Mike Zhang	Swapna Sonali Panda
Minisha Gupta	Swayam S. Panigrahi
Mohammed Amidu	Tanuja Agarwala
Mosab Tabash	Vartika Dutta
N.R.V Prabhu	Vincenzo Pisano
Nidhi Bansal	Virendra Balon
Nikolai Mouraviev	Vishwanath V. Baba
Nivedita Jha	

3 Editor's acknowledgement

Many thanks are due to Inderscience Publishing's editorial staff for their excellent assistance and guidance in publishing *IJCM*'s issues and announcements timely. The Editor also thanks to his colleagues at Xi'an Polytechnic University School of Management for their academic guidance and journal promotion activities in Mainland China and Hong Kong in 2017–19.

4 IJCM awards

In April 2020, the Editor-in-Chief K.S. Reddy has announced the following awards, and a certificate of appreciation has been e-mailed to corresponding recipients of the awards.

4.1 Paper award for 2019

Highly Commended Paper

‘Gender diversity reporting, performance, and exogenous shocks: Evidence from New Zealand’, *International Journal of Comparative Management* 2019, Vol. 2, Nos. 3/4, pp.203–228.

Geeta Duppati (University of Waikato, New Zealand)

Narendar V. Rao (Northeastern Illinois University, USA)

Frank Scrimgeour (University of Waikato, New Zealand)

Neha Matlani (University of Delhi, India)

4.2 Outstanding reviewers for 2019

Prof. Vincenzo Pisano	University of Catania, Italy
Dr. Godfred Amewu	Ghana Institute of Management and Public Administration, Ghana
Dr. Boonlert Jitmaneeoj	University of the Thai Chamber of Commerce, Thailand
Miss Sayoni Santra	Indian Institute of Technology, Kharagpur, India

5 Conference partnering institutions in 2019

Prof. Deepti Kakar	Jagan Institute of Management Studies, Delhi, India: <i>International Conference on Advances in Management Practices</i> , 27 April 2019.
Prof. Chiranjit Mukhopadhyay Prof. Anjula Gurtoo	Indian Institute of Science (IISc), Dept. of Management Studies, Bangalore, India: <i>19th Consortium of Students in Management Research (COSMAR)</i> , 28–29 November 2019
Dr. Sona Vikas Dr. Shraddha Mishra	IILM University, Gurgaon, India: <i>International Conference on Industry 4.0 and Future of Work</i> , 6–7 December 2019.
Dr. S. Riasudeen Dr. R. Venkatesakumar Dr. B. Rajeswari	Pondicherry University, Dept. of Management Studies, Pondicherry, India: <i>International Conference on Building an Agile Workforce</i> , 26–27 December 2019.

6 IJCM’s indexing achievement in 2019

The Editor-in-Chief K.S. Reddy and Publishing team have been working on several indexing/ranking agencies since the first issue publication of the journal in 2018. The *IJCM* has achieved the inclusion in the following two academic databases.

- JUFO-The Publication Forum (Finland)
- Norwegian Register for Scientific Journals, Series and Publishers (Norway)

The team shall make great efforts to get the *IJCM* indexed in reputable academic database agencies, such as Scopus and Web of Science, and reliable global journal rankings such as ABS Quality Guide, UK. Please note that once the journal is accepted, all published articles will be indexed retrospectively, for example, Scopus.

7 *IJCM*'s authorship in 2018–2019

The inaugural issue of the journal was published in April 2018, and thus far two volumes with four issues each were published in 2018 and 2019.

Number of articles published in Vol. 1/2: 20/13

Total number of articles published: 33 and the Issue Editorials

List of contributors:

- Anastasia Filiou, Athens University of Economics and Business, Greece
- Anil K. Sharma, Management Studies, Indian Institute of Technology Roorkee, India
- Anjula Gurtoo, Management Studies, Indian Institute of Science Bangalore, India
- Anurag Saxena, Indira Gandhi National Open University, India
- Bandita Sahu, Indira Gandhi Institute of Technology, India
- Barbara Igel, School of Management, Asian Institute of Technology, Thailand
- Beatriz Lima Zanoni, State University of Londrina, Brazil
- Charles Adjasi, University of Stellenbosch Business School, South Africa
- Christina Öberg, School of Business, Örebro University, Sweden
- Dewan Mahboob Hossain, Accounting, University of Dhaka, Bangladesh
- Frank Scrimgeour, Waikato Management School, University of Waikato, New Zealand
- Geeta Duppati, Waikato Management School, University of Waikato, New Zealand
- Georgios L. Thanasis, TEI of Western Greece, Greece
- Herbert Kotzab, University of Bremen- Department of Economics, Germany, and Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia, Malaysia
- Ilkka Kauranen, School of Business, Alto University, Finland
- Jacques Haruo Fukushigue Chiba, State University of Londrina, Brazil
- José Milton De Sousa-Filho, Business Administration, University of Fortaleza, Brazil
- Joseph Amankwah-Amoah, Kent Business School, University of Kent, UK
- Juergen Poesche, School of Business, Alto University, Finland

- Kerstin Bremser, Business School, Pforzheim University, Germany
- Kostas Margaritou, Panteion University of Athens, Greece
- Kottala Sri Yogi, University of Bremen- Department of Economics, Germany, and School of Business Management, NMIMS University, India
- Louise Tourigny, College of Business, University of Wisconsin-Whitewater, USA
- Lu Fu, Deggendorf Institute of Technology, Germany
- Manchuna Shanmuganthan, School of Business, University of Dundee, UK
- Mario Henrique Ogasavara, ESPM- Escola Superior de Propaganda e Marketing, Brazil
- Martin Spraggon, Mohammed bin Rashid School of Government, UAE
- Mehadi Masud Mazumder, Accounting, University of Dhaka, Bangladesh
- Minisha Gupta, IMS Unison University, India
- Mohammed Amidu, University of Ghana Business School, Ghana
- Mona Abou Soueid, School of Business Administration, American University of Sharjah, UAE
- Munmi Saikia, Indian Institute of Technology Guwahati, India
- Nadine Walter, Business School, Pforzheim University, Germany
- Nai H. Lamb, Rollins College of Business, University of Tennessee at Chattanooga, USA
- Narendar V. Rao, College of Business Mgmt., Northeastern Illinois University, USA
- Natalia Martinez Ambrogi Woitas, State University of Londrina, Brazil
- Naveen Bangalore Ramu, Management Studies, Indian Institute of Science Bangalore, India
- Neha Matlani, University of Delhi, India
- Nicolai Bledow, University of Hamburg, Germany
- Nidhi Bansal, Management Studies, Indian Institute of Technology Roorkee, India
- Philip T. Roundy, Rollins College of Business, University of Tennessee at Chattanooga, USA
- Priya Gupta, Lal Bahadur Shastri Institute of Management, India
- Rafael Borim-de-Souza, State University of Londrina, Brazil
- Remmer Sassen, University of Hamburg, Germany
- Ria Sinha, Business and Sustainability, TERI University, India
- Rosa Caiazza, Management Department, Parthenope University of Naples, Italy
- Sachin Gupta, Vivekananda Institute of Professional Studies, India

- Saif-ud-Din, College of Business, King Abdulaziz University, Saudi Arabia
- Saundarjya Borbora, Indian Institute of Technology Guwahati, India
- Stavros Apostolakis, TEI of Western Greece, Greece
- Swayam S. Panigrahi, Business School-Institute of Public Enterprise, India
- Sylvia Ooi Sil Wei, University of Hamburg, Germany
- Tahseen Arshi, Majan University College, Oman
- Thierry Warin, HEC Montréal, Canada
- Vassilis Smaraidos, University of Patras, Greece
- Venkoba Rao, Majan University College, Oman
- Véronique Goehlich, Business School, Pforzheim University, Germany
- Vincenzo Pisano, Management Department, University of Catania, Italy
- Vinish Kathuria, Shailesh J. Mehta School of Management, IIT Bombay, India
- Virginia Bodolica, School of Business Administration, American University of Sharjah, UAE
- Vishwanath V. Baba, DeGroote School of Business, McMaster University, Canada
- William Sanger, Polytechnique Montréal, Canada

8 *IJCM's* submissions and decisions, 2017–2019

The *IJCM* received nearly 130 manuscripts submitted by about 250 authors/co-authors based in over 30 countries during the period April 2017 to December 2019. The average acceptance rate was about 28–30%.

9 *IJCM's* peer-review policy

A *Fair and Fast Double-blind Review Policy* will be strictly followed for manuscripts/revisions submitted by authors and editorial board members, including the Editor's affiliates of the journal. With utmost interest and academic dedication, the Editor 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 Editor politely requests authors and reviewers to complete the review assignments and revisions without any delay.

10 *IJCM*'s recognition

The *IJCM* recognises *best paper/reviewer* for each volume with a certificate of appreciation to encourage scholars to advance the comparative management literature. Please refer to *IJCM*'s Vol. 2, No.1, 2019 for 2017–18 awards and acknowledgments.

11 No fee for submission/publication

The publisher does not charge any submission/publication fee to authors (except for open access articles only after the peer-review) and also the publisher does not offer any honorarium or gifts to authors, reviewers and editorial board members, including the Editor-in-Chief of the journal.

12 *IJCM*'s publication statement

Diversity, Equality and Integrity as focal ethical values, principles and guidelines of the journal, the Editor, Editorial Board and Inderscience Publishers offer constructive recommendations, guidance and desk support to all submissions timely and effectively. To protect the intellectual property rights of the academic research, the Editor/Publisher will strictly execute necessary disciplinary actions without any biased reasons.

Thoughts go to those who suffered from the COVID-19, to their families and friends, and to the doctors, nurses, diagnostic and logistics crew, and public security, who are fighting day after day in the health crisis.