
Editorial

Rambalak Yadav

Department of Marketing Management,
Institute of Management Technology,
Hyderabad-Telangana-501218, India
Email: rbyadav1988@gmail.com
Email: rbyadav1988@imthyderabad.edu.in

Biographical notes: Rambalak Yadav is an Assistant Professor in Marketing Management at the Institute of Management Technology, Hyderabad, India. His research interests lie in the area of green consumption, pro-environmental behaviour and digital marketing. Papers authored by him have been published in reputed international journals, such as *International Journal of Hospitality Management*, *Journal of Retailing and Consumer Services*, *Appetite*, *Ecological Economics*, *International Journal of Contemporary Hospitality Management*, *Food Quality and Preferences*, *International Journal of Bank Marketing* and *Journal of Cleaner Production* etc. He has served as guest editor of various ABDC category journals.

The MCEM 2020: Marketing Challenges and Opportunities in Emerging Economies Conference held at Institute of Management Technology, Hyderabad selected a special issue on aspects regarding challenges and opportunities in emerging economies.

As *International Journal of Economics and Business Research* emphasise on interdisciplinary perspective of business research, this special issue covers topics from domains such as marketing, human resources and general management etc. The conference organising team has selected 10 relevant papers from the papers presented in the conference for publication in the journal.

The first paper is about the Amazon corporation to revisit their marketing strategy in the emerging markets.

The second paper attempts to explore the motives and barriers to ethical consumption for young consumers in India.

The third paper has focused on eco-friendly products purchase intention by comparing two theories, i.e., Theory of Planned Behaviour and Social Cognitive Theory.

The fourth one is about organic food consumption among young consumers.

The fifth paper emphasises on understanding the impact of commuting drive on women employee turnover in the Indian retail industry.

The sixth paper has explored about the role of top management in business model innovation due to technological changes in emerging markets.

The seventh paper talks about how to manage the employee turnover in the organisation.

The eighth paper is an interesting one that has discussed about 'To buy or not to buy green: The moderating role of price and availability of eco-friendly products on green purchase intention'.

The ninth paper explores the motivation of Young Working Women's towards purchasing organic cosmetic products.

The last one has explored the 'Twitter and radio indicators of election outcome: a study of Indian election'.

The managing editor of the special issue wants to thank the Editor-in-Chief of *International Journal of Economics and Business Research*, Prof. Demetri Kantarelis, and all the reviewers and authors involved in this journal issue and last but not least to the publishing team for their efforts.