
Editorial

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It is very excited to write this editorial while this journal has successfully passed the first year of its publication. The editorial team has worked hard to keep the journal up and running keeping also in mind the quality of paper. While we believe that quality is something which cannot be achieved within a day or year, we aim at providing support to young and early career researcher. In near future we will give more feedback to the authors, so that they can improve their paper and the journal as a whole.

This issue of the Australian Academy of Business and Economics Review features five papers chosen based on their conceptual merits each offering interesting insights into an unexplored issue in the world of business and management. In the first paper Ahmed and Sina (2016) evaluates the customer satisfaction of Agrani Bank Limited and Shahjalal Islami Bank Limited in Bangladesh. By doing a comparative analysis, the study reveals that customers of Shahjalal Islami Bank Limited are more satisfied than those of Agrani Bank Limited. The main reasons of dissatisfactions of customers are due to having low technological knowledge of employees, no-seriousness of employees about providing better services to customers and non-furnishing the branches with modern equipments etc.

In the second paper Esu (2016) aims at identifying specific target markets of a water utility provider in a developing country. By using cross sectional research design and by collecting data from a systematic sample of 1000 city residents, using a well-structured written questionnaire, the study recommends that the water utility service providers should target homogenous groups that have positive perception towards the firms.

In the third paper Haque, Bhattacharjee and Sarbabidya (2016) critically present the factors that affect supply chain management performance in the real estate sector in Bangladesh

In the fourth paper Jahiruddin, Hossain and Afroze (2016) examine the attitude towards women managers in the financial organizations by considering a case study of city in Bangladesh. The study reveals moderate attitude of the employees towards women managers in the work place. The respondent groups chosen in the study demonstrated a favourable attitude towards women's equal rights and responsibilities; having higher position in the organisations.

However, the respondents have unfavourable attitude towards the women's ability and inclination to take up challenges and be aggressive in the demanding situations. Female employees reveal a more favourable attitude towards women managers than the male employees. Differences have also been found in the attitudes of the employees of different age groups. However, no substantial difference has been found between the Branch managers (reporting authorities of female managers) and the other employees.

The last paper by Sina, Amin and Sadat (2016) examines the advertising and consumers' attitude towards consumer products. The study reveals that gender, age groups and incomes are affected differently through varying advertising elements used by the organizations. The attitude of young age consumers are positively influenced by internet and direct marketing elements; old age groups are mostly influenced by television advertising and mid-age groups are influenced by both the types but decisions are made by initially gathering required information before making buying decision. Lower income people are mostly influenced by advertising whereas higher income people judge the quality attributes and price level of consumer products. This research suggests that organizations should design separate and unique advertising elements to attract and influence different consumers depending on their product specifications and target markets of consumer products.