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Editorial

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Welcome to this issue of the Australian Academy of Business and Economics Review (AABER). This issue of the AABER 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, Ayuni (2017) examines E-tail quality and online social communication for i-Generation and its impacts on online purchase intention. 285 respondents from the i-Generation participated in this study. Partial least square (PLS) 3 was employed to analyze the data. The PLS 3 estimation shows that online social communication has no significant effect on online social communication and it is not mediating the relationship between E-tailQ and Online Purchase Intention. In addition, among the four dimensions of E-tailQ, only Website Customer Service and Web Design have significant effects on online social communication.

In the second paper, Chowdhury (2017) examines the impact of rural telecom on women empowerment in the context of Bangladesh. The telecom sector in Bangladesh, like many other developing countries, has seen growth in mobile penetration that has surpassed all expectations. Using various techniques (both quantitative and qualitative), the extracted result would provoke the government for initiating public-private partnerships to reach the village poor with mobile phone heavily subsidized so that the people with comparatively low income could have easy access to communication device thus enhancing their living standard.

The third paper by Yunianto (2017) examines organization development analysis based on culture characteristics. Qualitative analysis was used to determine things that should be conducted to develop Department of Management, Faculty of Economics and Business Brawijaya University. The author noted that perceived culture was mostly market culture and followed by hierarchy, adhocracy and clan. Otherwise, the expected culture type was clan, adhocracy, hierarchy, and market. These findings indicate that the organization had been in changing process from structured into adaptive culture.

The fourth paper by Esu and Ufot (2017) examines operational factors affecting service delivery in Margaret Ekpo International Airport, Calabar, Cross River State, Nigeria. Airport operational factors were represented by three variables (personnel management, level of adherence to Federal Airport Authority of Nigeria (FAAN) service policy and funding availability), while the dependent variable was represented by employees' evaluation of service quality. The findings revealed that the level of adherence to FAAN service policy and funding of airport operations significantly affects staff response to customers' needs at Margaret Ekpo International Airport.

The last paper by Sultana, Islam and Hasana (2017) present an interservices comparative study on the diversification of the factors of employee retention in Bangladesh. The authors address the research using a systematic and conceptual analysis of the responses on employee retention from the employees working in different types of organization such as "Private Universities," "Private Banks," "RMG sector," and "IT" sector. The results show that the factors of employee retention are notably different in varying nature of organizations.