

Editorial: Emerging Research across Asia-Pacific

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The science of business, as it is known today, originated in the early 1900s in the US to address questions about how production, industry, markets and the society can be studied together in a cohesive way. For decades, the business was a fragmented American field of inquiry without any global relevance. The rise of European and Japanese companies sparked a trans-Atlantic and trans-pacific interest in investigating whether and to what extent business theories, models and concepts can be applied and tested in an international context.

The trend began to unfold leading to an exponential growth in various branches of business from the organization theory, design, behaviours, to strategic management, leadership, marketing, operations, supply chain and logistics into human resource management, entrepreneurship and cross-cultural management. The evolution of the business as a multidisciplinary scientific field is truly a global phenomenon that is driven by contributions from enthusiastic scholars who are broadening and widening the intellectual boundaries of business across various sub-disciplines by studying interesting aspects of business in countries and contexts that had been traditionally ignored, underemphasized or belittled.

Asia Pacific is a geographically vast and culturally diverse region that undoubtedly has become a global powerhouse and arguably poses an increasingly important context for business research. Thus, time is very opportune to develop scholarly avenues for sharing and disseminating research findings from this region and

publicizing insights generated by scholars from this corner of the world into a more complete picture of the world business.

The Australian Academy of Business and Economic Review (AABER) is a new journal that aims to serve such a purpose. I, as the editor of this journal, am so delighted to have been given the opportunity to write the editorial introduction into the inaugural issue of this journal.

Our first issue contains five papers that cover a number of interesting issues across marketing, strategy, small business and organizational change. These papers were originally presented in our first conference in Sydney and have been selected by our scientific community for this issue. There are three conceptual and two original research papers in this issue. Original research papers employ data from Australia, Pakistan and Malaysia and benefit from both qualitative and quantitative methodologies.

The first paper is titled “Mediating Relationship of Financial Practice between Financial Knowledge and Business Success: An Empirical Study on Malaysian Small Enterprises” by Moha Asri Abdullah and S. M. Ferdous Azam. They examine an important aspect of small business performance in Malaysia. Their paper hypothesizes that financial practices can mediate the relationship between financial knowledge and business success of the firm. Authors analysed survey-generated data from 302 firms using a Structural Equation Modelling approach and found that financial knowledge is positively related to the financial practice, but it is not directly related to the business success. They also observed that the financial practice is associated with the business success, and financial practice plays the mediating roles in the relationship between the financial knowledge and business success.

The second paper Andrew D. Banasiewicz develops a set of arguments to untangle the elusiveness of the enterprise-wide risk management standards. Andrew argues that the continued fragmentation of organizational adversity abetment efforts is a key impediment to successful implementation of risk management standards. The

author further argues that combining three issues: 1) known risks focused risk management, 2) unknown threats oriented organizational resilience and 3) self-imposed transformations minded change management into a an integrated framework called a ‘Total Exposure Management framework’ is a potential way to overcome this challenge.

In the third paper of the issue titled, “Behavioural Consequence of Brand Passion: A Conceptual Model” by Naser Pourazad and Vipul Pare. It is a research-in-progress paper that reports early stages of an investigation into the structure of the passionate relationship that exists between young customers and fast-fashion brands. Authors argue that “While, many studies have focused on the determinants and outcomes of emotional connection between customers and brands, comparatively little is known about the extreme passionate relationships customers establish with the brands they love”. They further predict that 6 factors structured into two groups of effects summarized as follows: inner behavioural effects comprised of 1) price insensitivity, 2) alternative de-valuation, and 3) purchase loyalty and social behavioural effects composed of 1) advocacy, 2) brand community engagement and 3) social networks support, define the conceptual structure of brand passion.

The fourth paper tackles an important yet less-studied marketing issue in a niche context; that is the choice of a marketing channel by fruit growers. Given the importance of citrus to the economy of Pakistan, Muhammad Imran Siddique, Elena Garnevska and Norman E. Marr designed and conducted a conjoint analysis to examine channel choice of smallholder citrus growers in Pakistan. Their study suggests that nine factors: 1) sale price per 40kg, 2) urgent need of money, 3) advance payment, 4) mode of payment, 5) certainty of payment, 6) delay in payment, 7) number of fruit pickings, 8) time of complete fruit picking and 9) harvesting fruit loss are major factors which affect marketing channel choice decision making of small size citrus growers. In addition, the analysis reveal that six factors namely ‘price’, ‘time of complete fruit

picking’, ‘number of fruit pickings’, ‘mode of payment’, ‘advance payment’, and ‘delay in payment’ together contribute 90.7% in the overall preference of the channel choice.

The last paper of the issue attempts to clarify the Strategic Management of Australia’s Primary Health Networks. It is written by Nazlee Siddiqui and Max Mansoor and builds on qualitative data from Horvath’s Review. Authors argue that “Australia’s on-going restructuring of primary health care is a critical strategic management exercise. In that restructuring; Horvath’s review introduced a shift from Medicare Locals (MLs) to Primary Health Networks (PHNs), with promises of more efficient approach towards an integrated healthcare”. Paper shows that: 1) increased funding, 2) reducing waste, 3) multidisciplinary stakeholder management, 4) performance measures and metrics and 5) effective communication are key actions plans in line with Horvath’s recommendation that could be further embellished to make Australia’s health care more strategically efficient.

A glance at these papers attests to the potential of multidisciplinary research on a different aspect of doing business in the Asia-pacific context. Our journal is proud to publish scholarly original works using qualitative, quantitative and conceptual work that offer novel finishes and have the potential to advance not only the contextual boundaries of their research discipline but transcending them by adding to and extending the broader boundaries of business and management as universal scientific fields.