

Editorial

Nepalese Journal of Management Science and Research (NJMSR) is an institutional publication of Global College International affiliated to Mid-Western University, Nepal. This is a peer refereed annual dissemination published with a view to promoting research acumen specially in students, faculty circles, educators, professors from management and research field. The publication is brought to the communities in guidance of a vision being to mediate and maximize learning to construct in practice linking research as an integral channel. In promoting vision to learning, NJMSR publication gives scientific texts (empirical research, reviews and expert commentaries) a niche which for the communities of researcher can be used to connecting science and research for theory to be validated in real practice.

To promoting academic quality in the model of learning through research and practice, the journal on annual base is mainstreamed as a not-for profit media of research dissemination since 2016 and its publication is managed at GCI within the responsibility of research department. The department is composed of a board which too functions as a steering committee handling all related matters of Quality Assurance and Accreditation (QAA). The college is soon entering in the process of QAA application with University Grants Commission Nepal.

To our primary concern; fostering research culture for academic endowments, NJMSR offers GCI faculties and students along with learning communities from across an open and academic platform whence the concerned authors can disseminate research knowledge as interlinked with professional development. In this regard, this peer refereed, open accessed journal plays significant role in providing the research scholars an easy outreach and serve as a media channel to enhancing academic decency in people engaged in Nepalese higher education.

This is our pleasure to announce that we have as a continuation of research dissemination incepted some years back, have been successful to bring out this student research-focused journal issue which successfully publishes most of the empirical research papers based on management theme. However, each dissemination also covers different areas within management stream of higher education and these include the issues e.g. job satisfaction, share price, customer psychology, gender issues in relation to employee performance and various similar areas. All the papers in this edition are contributed by Global College students while undertaking research for thesis in partial fulfilment of the degree of MBA and are co-authored by the faculties of Shinawatra University, who underwent a role of university supervisors.

Contributed by Master of Business Administration (MBA) students and their teaching faculties, this student research focused issue contains articles with some issues. These concern different

sub-areas such as investment, banking, organizational behavior, employee performance, business assessment, purchasing etc. as briefly highlighted hereafter:

The first paper by Arshiya Aryal and Chanchai Bunchapattanasakda raises the issue of workplace harassment. Linking this, the study *quantitatively examined workplace harassment and its effect on job satisfaction in the banking sector of Nepal. The evidences confirmed that verbal harassment, physical harassment, and mental harassment have negative and significant impact on job satisfaction. It further confirms that verbal harassment, physical harassment, and mental harassment have positive and significant impact among themselves. Such harassments are argued to have mainly affected assistant and junior level officers resulting to low job satisfaction at their workplace.*

Dibas Gaudel and Ousanee Sawagvudcharee took up the issue of *customer satisfaction in e-tailing business of Nepal. The study attributed website to motivate e-consumers to shop online. It is argued that website security and website response have a positive significant effect on customer satisfaction whereas there is no significant effect between the website structure, website personalization and website adequacy with regards to customer satisfaction in Nepalese e-tailing business.*

In their empirical study Jenita Nepal and Hatairat Lertjanyakit, *analyzed the concept of gender discrimination and how such discrimination influences the employee performance at work place herein commercial banking sector of Nepal. Based on quantitative analyses, the study presents gender discrimination in compensation and benefits having least and insignificant effect on employee performance.*

Kishan Chapagain and Ousanee Sawagvudcharee's survey *identified the effects of brand on the selection of mobile phones. Based on a sample of 385 customers from Kathmandu valley analyzed on a blend of descriptive and causal comparative research design, the study finds that brand attitude, brand image, brand attributes and reference group have positive significant effect on selection of mobile phone brand.*

On an issue of profitability, Miku Shah and Virachai Vongbusin investigated *the impact of credit risk management on bank profitability in Nepalese commercial banks. Based on data from 25 samples that allowed 250 observations, the study shows that capital adequacy ratio, leverage ratio, non-performing loan ratio, loan loss provision ratio has negative relationship to dependent variable return on assets. Likewise, the finding reflects credit interest to credit facilities as positively related to return on assets.*

Sampada Shrestha and Hatairat Lertjanyakit *quantitatively investigated the relationship between emotional intelligence and job satisfaction of employees in case of commercial banks. Along with*

the study analysed to determine the relationship between different demographic factors of the employees and emotional intelligence and job satisfaction. Based on the data from 394 employees, the study found that there is a positive and significant relationship between emotional intelligence and job satisfaction of employees working in the commercial banking sector.

With a view to identifying the factors that influence share prices of Nepalese commercial banks, Saurav Ratna Bajracharya and Ousanee Sawagvudcharee's study found that *internal factors such as earning per share, dividend per share and price earnings ratio are positively related with the market price per share. However, the study marks the external factor 'inflation rate' for negative relationship with the market price per share.*

Shubankar Sharma Neupane and Ousanee Sawagvudcharee's research discusses consumers' *purchasing intention regarding two wheelers in Nepal. With product knowledge, perceived quality, perceived value and perceived risk as independent variables and purchase intention as depended variable analyzed in correlation and multiple regressions, the study found that among multiple independent variables: perceived quality and perceived value affect purchase intention; dependent variable the most.*

In addition to the above brief concerning research dissemination, it is important to that the NJMSR has published the papers having each taken along a selection process. In this regard, each selected article was peer referred focusing on content structure and dissemination as some key aspects. However, regarding validity and authenticity of the content as presented in each work is solely author's own finding. Therefore, the editors should not be taken accountable for flaws in the indicated areas and hence, subject to evaluation accordingly.

Chief Editor

Dev Raj Paneru

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