

Editorial

Nepalese Journal of Management Science and Research-NJMSR is an institutional publication of Global College International-GCI affiliated to Mid-Western University, Surkhet-Nepal. GCI is a renowned academic institution established to deliver higher education in management currently operating 5 different programs at bachelor and master level. The main academic programs include BBA, BHM, BTM, MBA, and MBA-Evening aligned with professional training, leadership incubation center, research and publication management, and department of international relations. The College operates the mainstream educational programs in academically validated and standardized learning environment mentored by the professionally renowned team of experienced faculty and subject experts who enjoy a prodigious reputation internationally as well as at home. GCI is recognized as being a distinct benchmark of higher studies for its academic legacy along with the teaching-learning practiced distinguished within the philosophy of education for Globalite citizenship.

As a pioneer of global education, GCI is powered by commendably competent scholars enrolled to materialize education in participative action framework contextualized under the guidance of professionally renowned team of subject experts. This framework engages the knowledge communities and competent intakes of students at GCI together with senior faculty in the educational process that is designed within the student centric academic system. This unique educational feature enables GCI to stand distinct and be recognized as an academic and research center incepted to impart quality education. Volumes of context relevant and time tested core and extra curriculars at GCI contribute to building academic system that integrates research as a key tool for education to enrich aspirant communities of scholars not only with subject-based information received passively from the drills of deliveries but instead that enables them to create knowledge by means of plentiful research activities undertaken on regular basis. Following this scheme the College also organizes international conference in presence of and participated by researchers, scholarly practitioners, professors, business leaders, and intellectual persons bearing national and international reputations who are invited to present research papers as well as research knowledge relating diverse key areas of business management, development and economics. As signature event, the international conference of GCI is also entailed with publication of scientific journal that works as a key medium to make global dissemination of research knowledge. The publication of NJMSR is one of the innovative tools adopted at GCI in the direction to improvising the existing knowledge that at the same time helps new knowledge to generate at the nexus of theory and practice. In this regard, NJMSR is seen as an impactful media that plays a vital role involving academic communities in research action in developing critical thinking, creativity and academic skill in knowledge communities of GCI, its associates, partner institutions, international academia, and others engaged to achieving academic excellence.

This second issue of NJMSR is anticipated to be very eminent as it gives space to scientifically written research papers that present statistically validated empirical analyses together with qualitatively vigoed findings relating diverse concepts, agenda and issues of management and economics. The team deputed to peer review the submissions have in course paid special attention upon statistical and analytical tools used in each work. The research analyses are ascertained to have met numerically validated criteria as well as qualitatively discussed results

that they have been accepted in the works as being insightful to addressing various problems as related to study of business management and economic enterprises.

This current (2nd) issue of NJMSR is presented as being an exceptionally enriching manuscript made salient from the perspective of research quality. Most of the papers included in this issue are based on primary research analyses. The other important attribute is that all the articles included in this issue have been scientifically validated in content, research design, and also organizational structures that essentially supplement designing part of research article which needs to comply with standard criteria of academic writing. The articles in this issue as based on empirical research in addition to literature-backed research analyses have been the works not only of the people in academic sector but some of the papers have been from the research degree students who co-authored with their subject experts and professors working in different universities both at home and from across the international settings. As such, NJMSR has come up as an enriching repository of globally linked research dissemination that covers a wide range of knowledge areas related to business management and economics. The papers included in this issue of NJMSR are also commendably valuable as each work possesses a distinct capability to open up new realities, raise new debates also indicating new scope for changes in different areas of business and management, leadership, organizational practices, human resource management, governance, and economic systems etc. having high degree of significance in gearing development. All 12 research papers published in this issue are thematically selected and these represent several sub-areas of business management and economics that include leadership, online media communications, total quality management, international business, cross-border trade and custom focused issues that variably relate to and influence studies and practices of business management and economics.

Relating the theme of media communication in business promotion, in their paper based on structural equation modelling design of research, the authors Suman Dahal, Bharat Singh Thapa and Biraj Ghimire explore relationship between social media content of advertisement and consumer perception as accountable to influencing a purchase decision. The study indicates that advertisement contents on social media if informative and entertaining, are more likely to be used by the consumers as being the enablers of favourable attitude towards Ads on social media. Evidenced from factor analysis, the study finally argues that favourable attitude toward social media content is positively related to an intention to use the message for a purchase decision.

Drawing upon quality management in production business Guarav Ojha and Upama Shakya in their co-authored paper examines the factors that affect the consumers' perception upon the consumption of organic tea in Nepal. Based on their quantitative analysis, the study reports that the purchase intention of customers towards organic tea product is associated with perceived health benefits and environmental concerns. Also drawing upon sustainable consumption patterns perspective as suggested in SDG-12, their study indicates that consumers belonging to upper economic class are prepared for responsible consumption as they perceive environmental and health benefits in a given product.

Focusing on the theme of business management at the level of cross-border, the author Gautam Maharjan in his research paper identifies the magnitude of issues relating to customs duty evasion in Nepal. Using descriptive statistical analysis, the research highlights from stakeholders' perception difficulties in managing open border', 'ambiguous customs policy' and 'poor infrastructure and inconvenient location' ranked first, second and third respectively

as being serious issues in managing the open border as faced in Nepal.

Locating banking as vital determinant of business management and related issue, in his paper designed on the panel data analysis model, Kishor Hakuduwal has assessed productivity and efficiency of banking sector in Nepal. Using observation of nine years' panel data, the study reports on 20 sample banks and maintains that commercial banks are more efficient than the development banks of Nepal. As a result, the study concludes productivity of human resource, deposit and capital significantly related with productivity and efficiency of banking sector.

Linking the role of modern technology, the authors Maliha Tabassum and Priyanka Kundu in their paper argue a necessity to develop e-leadership for transformational leadership over conventional leadership also linking its influential and transformative role in entrepreneurship. The paper defines E-leadership as an act of using digital platform especially social media as leaders virtually influence and instruct followers to achieve a common goal. Based on qualitative research design that reports on in-depth interview and content analysis used for data, their study investigates how social media is used as a platform by E-leaders to practice their leadership and how E-leaders perceive the media for social change.

Considering consumer perception as one of the determinants on the sale of business products, the authors, Nazrul Islam and colleagues in their survey paper based on 211 frozen and ready-to-cook food consumers, investigate the influencing factors related to the consumers' perception about frozen and ready-to-cook food products. The regression analysis results show that the factors which influence the perception of the consumers about frozen and ready-to-cook food products are concerned with saving time, helpful and economic, low price, variety and good for health, brand image and quality, availability of the frozen foods, taste of the food, and attractive packaging of the food. The study suggests giving importance on the listed factors for increasing the demand of the products among the city dwellers of Bangladesh.

In his paper designed to evaluate the explanatory power of firm specific attributes that include; size [Ln(ME)], book-to-market equity [Ln(BE/ME)], and net worth per share [Ln(NWPS)] on stock return, the author Purna Man Shrestha's research concludes that, size [Ln(ME)], book-to-market equity [Ln(BE/ME)] and net worth per share [Ln(NWPS)] have explanatory power to explain the cross-section of stock return of Nepalese insurance companies. Among these variables book-to-market equity [Ln(BE/ME)] has strong explanatory power than other variables.

Projecting the theme of knowledge management as a significant component on organizational development, the author Pushpa Maharjan in her paper examines the relationships between the knowledge management enablers and knowledge creation socialisation in the hospitality industry. Based on primary data from 382, the study illustrates that the key knowledge management enablers such as collaboration, trust, learning, and information technology do influence the knowledge creation socialization positively. As such, the study suggests that managers should promote collaboration, trust, learning, and information technology facilities for employees to create knowledge in organization.

Focusing on international trade management, the author Raj Kumar KC examines in his paper diversification achieved in trade relationships, factors responsible for the situation in Nepal and then it suggests a package to foster more sustainable trading relationships to maximize the benefits. Powered by secondary analysis, the study shows that trade has increased in volume following 1990's liberalization in Nepal. However, export has remained too meagre to sustain

Nepal's imports. Therefore, the trade deficit is ever widening. Reforms to expedite exports that began in the late seventies have failed to yield a positive outcome. The liberalization of eighties, nineties and membership of WTO have failed to ensure a diversified trading structure in product, service and in partners. Nepal's growing dependency on India has been one of the major challenges in the economy.

Designed to exploring performance of insurance companies from the practice of reinsurance, Rajendra Maharjan's paper based on descriptive statistical analysis conducted on quantitative research design finds reinsurance positively impactful on performance of insurance companies. Reinsurance is reported to improve the cost efficiency of primary insurers and complements the capital in order to enhance solvency. While negative relation indicates solvency of the insurers that increases with the level of used reinsurance, to the extent that reinsurance and capital can be substituted for each other. Thus, this study concludes that primary insurers as benefiting from reinsurance.

The final paper by Sarita Maharjan drawing upon quality management as a significant variant for the promotion of business performance and credibility, analyses the relationships between store environment and customer satisfaction of Bhat-Bhateni Supermarket and Department Store. Based on the quantitative research design that allows the use of Gamma coefficients, the study shows that customer satisfaction has a significant positive association with music, lighting, assortment, interior design and employees except layout. As one of the significant findings the study communicates that store environment plays an important role in business. As such, the study has a conclusion that friendly store environment could be a good factor for supermarket to enhance customers' satisfaction level.

Lastly, the articles included in this journal that have gone through scientific process of peer review prior to the final selection, either ways address any of the several areas of management sciences, business management practices and streams of economics. It is due to the areas covered; the articles justify the core theme of the journal. Matched with the aim of the journal that is to disseminate research information capturing the meaning of management science and research as shown in the title of the journal, the selections have accordingly done thematic justice to the publication of this second issue of NJMSR. Besides, this issue of the journal stands out to be distinctly significant and this because the journal has been successful to select and give space to rigorously reviewed works communicating validated research knowledge derived from valid statistical analyses or qualitative interpretations that qualify for an academic dissemination as this. The papers have been presented in APA style that NJMSR adopts for research communication and hence, to the extent acceptable, uniformity has been maintained in format of all papers published in this issue. Nevertheless, some tangible efforts of editing and proof reading were put to ensure accuracy in language and validity in research analysis that is to guarantee good results that a piece of research work should ensure to disseminate useful finding, the individual authors are yet to be taken accountable for the information, procedures, ethical limitations and others. As such, the readers are advised to consider the individual articles as being the intellectual property of the respective individual authors who should therefore be taken accountable for any shortcoming in the research related components in their work.

Dev Raj Paneru, PhD
Chief Editor
NJMSR -2019