
Editorial

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First, I have to tell you that the *Ruhuna Journal of Management (RJM)* has redirected its focus on expanding its research domain to explore business insights in the South Asian region. Thus, this is the inaugural volume of the South Asian Journal of Business Insights (SAJBI), an endeavor of the Faculty of Management and Finance, University of Ruhuna, Sri Lanka to showcase the application of theoretical knowledge to modern business reality; but also to encourage the advancement of theoretical knowledge through empirical research.

This volume of the SAJBI includes five papers, two literature reviews, and three empirical studies. I sequenced the selected papers of this volume, based on the chronological order of date of acceptance of revised manuscripts, yet I believe it will attract the readers as well. To me, all the papers included in this volume bring insights into the business and management landscape not limited to the South Asian context, but relevant in general, as all these papers are scientific-academic research. All these papers have gone through a rigorous peer-review process.

The first paper of the volume 'Impact of Brand Equity Dimensions on Repurchase Intention: Evidence from Soft Drinks Consumption of Adolescents', which is the work of Karunaratna AC of the Faculty of Management and Finance, University of Ruhuna, evaluates the impact of brand equity dimensions on repurchase intention of soft drinks of Sri Lanka adolescents. The study has mainly focused on brand awareness, brand associations, perceived quality, and brand loyalty as brand equity dimensions. A survey of 400 adolescents was conducted and the structural equation modeling technique was employed to validate the model which was derived to test the hypotheses of the study. The results are interesting as they reveal that brand associations, brand loyalty, and perceived quality have a significant impact on the repurchase intention of soft drinks of adolescents, while brand awareness is non-significant for repurchase intention.

The second paper 'Review of Literature on Managing Information Technology Investment Towards Firm Performance: A Bibliometric Approach' is from Ilmudeen A. of the Faculty of Management and Commerce, South Eastern University of Sri Lanka. There is extensive

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empirical evidence on managing information technology investment and firm performance. I believe that this kind of comprehensive literature is required to synthesize the recent progress in the field and to indicate thoughtful research directions for future studies. Interestingly, this study applies the bibliometric approach to review the academic journal articles published on managing information technology investment towards firm performance in the Web of Science in the period between 2000 and 2021, to fill this void. As such, the review demonstrates maps for the journal name, keywords, title and abstract section keywords, co-authorship for counties, co-citation for cited author and cited sources.

'Earnings Management and Dividend Policy: Evidence from a Frontier Market' is from Ekanayaka E.M.T.P & Wijesinghe M.R.P. of the Department of Finance, University of Kelaniya, Sri Lanka. This study investigates the manifestation of earnings management in the manufacturing sector, and hotel and travel sector companies from 2012 to 2019, at the Colombo Stock Exchange and tests the impact of earnings management on dividend policy. The dividend policy of the sectors is measured using dividend yield and dividend payout ratio, while the real earnings management approach and total accruals are used as proxies to measure earnings management. In addition, they have used the size of the firm and leverage as control variables of the study. The findings of this study are vital as they reveal that there is no significant impact of earnings management on dividend policy in both sectors. In addition, the study had discovered that the company's preceding year dividend policy is the primary concern to decide the current year dividend policy of the selected sectors.

Next, 'Knowledge Management Orientation: A Synthesized Window for Future Research', the contribution of Jayampathi E.K. from Faculty of Management and Finance, University of Ruhuna, and De Alwis, A.C. and Razi, M.J.M., from Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka, comprehensively reviews, the relatively new management phenomenon Knowledge Management Orientation (KMO). This paper has reviewed 35 scholarly works from online journal databases of Elsevier, JSTOR, Sage, Emerald, Taylor & Francis, and Wiley, on KMO published during the period from 2015 to 2020. This review is comprehensive as it focuses on definitions and measurements of KMO, areas in which KMO studies are conducted, and research gaps addressed in KMO research. This review is particularly important to me as it explores the potential of KMO related studies.

The last paper 'Does Corporate Governance Enhance Financial Distress Prediction?', contributed by Emil Uduwalage of Department of Accountancy, Wayamba University of Sri Lanka endeavors to validate some aspects of agency theory, resource dependency theory, and organization theory referring to the Sri Lankan context. The study tests eight hypotheses aligned with the above areas. Data for the study were collected from 205 non-financial firms out of all listed firms of 285. The study is significant as this study focused on an emerging economy in South Asia where this kind of comprehensive analysis is still lacking. The study provides insights such as the less likelihood of financial distress is explained by board size, board independence, institutional ownership, non-institutional ownership concentration, and board ownership; boards with 5-9 members are likely to be optimal and firms fail with the concentrated ownership structure.

Finally, I hope this scholarly journal meets expectations, as noted at the very beginning of this editorial.