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# Editorial

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South Asian Journal of  
Business Insights  
2021, 1(2), 01-02.  
ISSN 2773-7012(print)  
ISSN 2773-6997(online)  
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University of Ruhuna, Sri Lanka



COVID19 impact has compelled businesses to rethink their business management practices and assess emerging trends with the COVID 19 impact. The studies focusing on analysing the impact of COVID 19 on business management practices will offer insights to businesses to adapt and align their businesses according to COVID 19 new normal. This Volume of the SAJBI was interested in publishing papers that have addressed trends present in this new normalcy.

The papers of Issue 2 of Volume 1 include four empirical papers and one literature review. As usual, I believe all these papers will bring insights into the business and management landscape not limited to the South Asian context, but relevant in general. Thus, all these papers are academically rigorous as the papers have gone through a rigorous peer-review process.

The first paper, 'linking customer motivations to customer engagement in fashion Facebook brand pages' of Ranaweera, Hasini Virajini, and de Silva, Thanuka Mahesha from the Department of Marketing, University of Ruhuna, Sri Lanka, analyses the effects of customer motivations (i.e., information motive, entertainment motive, and social interaction motive) on customer engagement (i.e., cognition, affection, and activation) in the context of Fashion Facebook Brand Pages (FFBPs). A total of 258 undergraduates in Sri Lanka was used as the sample for the study. The results are interesting as they reveal that information motive has effects on cognition and affection whilst it has no effect on activation; and, entertainment was positively related to cognition and activation. Moreover, this study develops a conceptual model integrating customer motivations and different components of customer engagement in the context of FFBPs, to provide a deeper understanding of customer engagement within FFBPs.

The second paper on 'Impact of COVID-19 on stock return in Asian stock markets', by Oshini Kumarapperuma, N.P. Ravindra Deyshappriya and R.M.M.C. Rajapaksha from the Faculty of Management, Uva Wellassa University of Sri Lanka, has endeavored to examine the impact of COVID-19 on the stock market in the Asian region. This study has basically considered the impact of COVID-19 on stock returns of 15 Asian stock markets while observing the nexus between COVID-19 confirmed cases and stock return. The findings of the analysis reveal that the abnormal returns after the event day were negative and, therefore, the COVID-19 outbreak has drastically affected the stock returns of selected

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stock markets of the Asian region. In addition, this study shows that COVID-19 has an immediate negative impact on all selected stock markets, while the long-term negative impact is limited only to the emerging and frontier markets.

The third paper, 'Macroeconomic variables and stock market performance in Sri Lanka: an ARDL bound testing approach', contributed by Lingesiya Kengatharan and Jeyan Suganya Dimon Ford at Department of Financial Management, University of Jaffna, Sri Lanka examines the impact of macroeconomic variables on stock market performance in Sri Lanka. The secondary data for the study were collected from annual reports of the Central Bank of Sri Lanka for the period from 1990 to 2019. The results of the study are interesting as they revealed that there is a negative and significant impact of interest rate and inflation rate on stock market performance, while exchange rate and money supply do not hold any significant impact on stock market performance in the long run. In addition, it reveals that there is a negative and significant impact of interest rate on stock market performance in the short run.

The fourth paper, 'Road map for green supply chain management practices and methodological trends: a systematic literature review', the contribution of H.A.K.N.S. Surangi, Sanath Divakara, and S. Amaratunge, from the Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka, is a comprehensive literature review on green supply chain management practices over a ten-year period (2011-2021). The review was done based on ROSES's (RepORting standards for Systematic Evidence Syntheses) publication standard and the papers were chosen from databases of Scopus and Web of Science. I am interested in this review as it has been conducted on very appropriate themes i.e., green procurement, green manufacturing, green distribution, reverse logistics, management commitment, and organizational performance. This paper concludes that quantitative studies are dominant in the study domain, and finally, develops a green supply chain management model, by painting a relatively broader picture that researchers can use as a general reference in the investigation of green supply chain management practices.

The last paper 'Viral marketing and impulse buying: the role of online trust in a pandemic' of Liyanapathirana, Yasindee of the Department of Marketing, University of Ruhuna, Sri Lanka addresses the impact of viral marketing on impulse buying with the mediating effect of online trust during the Covid-19 pandemic. The data for the study were collected from 155 online customers. The results of this study are interesting as they reveal that viral marketing has a positive impact on online trust; online trust has a positive impact on impulse buying; and, viral marketing has a positive impact on impulse buying. Moreover, this study reveals that there is a partial mediation of online trust in the relationship between viral marketing and impulse buying.

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South Asian Journal of Business Insights