

EDITORIAL

This issue brings about a defining moment in the SBJ journey of scholarly pursuits. The editorial board has been enlarged and quite a few reputed academics have been co-opted. With their vast experience SBJ will surely grow from its current strength to strength of another level.

Eight research papers have been included in this issue along with regular features of 'book-review' and list of forthcoming conferences. Issue of corporate social responsibility has been raised in regard to institutional investment in one of the papers that presents a model of impact of CSR on institutional investment and institutional ownership and concludes that a positive and significant relationship exists. One paper examines the comparative buying behavior of rural urban consumers towards the purchase of mobile phones. There are in all four research papers with the Gulf Region as the focus of their studies. There is a paper on consumer behaviour and demographics which investigates young female UAE nationals' cosmetics buying pattern. In another paper consumer experiences have been explored in regard to toll-free numbers again in the UAE. In another paper a comparative analysis of the performance of various stock markets operating in the GCC (Gulf Cooperation Council) countries is the focus. The implication towards possible B2C e-Commerce adoption in the retailing operations of the region is addressed in yet another paper.

The editorial team of SBJ thanks all its patrons and contributors for continued support and wants to clarify that the process of review and publication is a lengthy process and any delay is inadvertent. The team urges all readers and well wishers to have patience and bear with us. We at SBJ are committed to quality and wish to reach out to a wider audience. The team is working out a plan to further expand its offerings and the next issue will see a few more features added.

Dr. Amitabh Upadhya

Editor-in-Chief