

EDITORIAL

You have the seventh volume of SBJ in your hands. It has so far been a very interesting but equally challenging journey. Since I have been actively associated with the journal from the very beginning it feels just the yesteryear that we decided to bring out a scholarly journal probably the then first, from the Gulf Countries. Initially we were skeptical on the quality of contributions that we may receive but it proved otherwise and the number and quality both gained momentum and stature. This encouraged us and also made us ambitious, now we wanted only quality to position the journal amongst the very best. Last year at the same time when I was writing the 'editorial' I promised changes in the offing and this issue is the first annual issue. Yes SBJ is now annual.

This first annual issue has six research papers. It may be difficult to classify these papers into definite management categories since it's a mix bag of marketing, e-commerce and finance. The paper on 'consumer's intention to shop online' and 'soft-ware trends of logistics service providers' indicate the penetration of technology in global trade and commerce. Some future possibilities are getting explored and the world of 'marketing' is undergoing a metamorphosis. There are two more papers in the area of marketing that include one on 'returning customer' a very interesting paper that investigates the motive of a purchase with an intention to return it back for value paid taking advantage of the 'customer is king' philosophy. The other paper discusses 'advertising business in sub-Saharan enclave' with the help of a 'think-feel-do' model. The remaining two papers in the volume break the monotony and delve in 'e-human resource management on higher educational Institutions' in relation to Sokoto, Nigeria while the other discusses 'foreign direct investment in India'.

The focus of the editors/reviewers has been on a thoroughly researched paper with empirical evidence. It was hard work, the selection of papers, especially when it was bouncing back and forth between reviewers' comments and authors' revision and or explanation, and time consuming too. The editorial team was aware of the anxiety of authors and was trying hard to keep its cool and patiently facilitate the process. A sense of relief can be seen on the faces of those who really toiled hard to bring the issue in your hands. I would like to thank all the members of the editorial team and distinguished reviewers for their sincere efforts. There are several more inputs, features and frills that are yet to be added in the next issues and we promise once again to keep the good work going. Have patience and we will deliver as promised.

Dr. Amitabh Upadhya
Editor-in-Chief