Editorial

Eldon Y. Li
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Editorial Objective

JBM is a double-blind refereed, authoritative reference addressing working or potential business and management theories/practices as well as the emerging issues of interest to academics, practitioners, and policy makers. The primary editorial objective of the JBM is to provide a forum for the dissemination of theory and research in all areas of business, management, and organizational decisions which would be of interest to academics, practitioners, and policy makers. Specific areas include, but not limit to: business analytics, case studies; business ethics, policy, law; corporate governance and social responsibility; electronic business, social commerce, mobile commerce; entrepreneurship, innovation, business venturing; enterprise management, human resource management; information management, project management; international business, marketing; operations and service management, supply chain management; strategic management, risk management, technology management. We invite research articles, comprehensive reviews, and case studies that provide insights into the business phenomena occurring every day. Authors of JBM are always encouraged to offer recommendations to readers exemplifying the applicability of their research findings.

Research Topics

In this issue, we have accepted four research papers for publication in JBM. The research topic of the first paper is “Return on investment from supplier/risk management,” authored by Christopher A. Hoeckel, Josef Neuert, Marcus Schüller, Alla Schwamborn, and Jianpeng Wang. The second one is “Power of the scent: Exploring the role of sensory appeals on consumer product attitude,” reported by Ruchi Garg, Ritu Chhikara. The third one is “Does the need for social status among price conscious consumers induces consumption of counterfeit luxury brands?,” examined by Sameeullah Khan, Asif Iqbal Fazili. Finally, a study on “Innovation in marketing strategy: A customer lifetime value approach,” is presented by Mehir Kumar Baidya, Bipasha Maity, Kamal Ghose.

We thank very much the authors for sharing their knowledge by contributing the papers and the reviewers for taking their precious time to offer improvement suggestions to the authors. Special thanks go to National Chengchi University in Taiwan for the administrative support and to Western Decision Sciences Institute for the financial support. Without all these scholars and partners the publication of JBM is not sustainable. Please note that the views expressed in these papers are those of the authors and not of the editors, editorial board, JBM, WDSI, National Chengchi
University, or Chung Yuan Christian University. We hope these papers are interesting to read and useful to your future research. On behalf of the Editorial Board, I thank you very much for your continuous support.

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