

Contents

Editorial.....	i
<i>Eldon Y. Li</i>	
Impact of Impulsive Personality Traits and Store Environment on Impulse Buying Behavior.....	1
<i>Chandan Parsad, Sanjeev Prashar, and Vinita Sahay</i>	
Interplay of Strategic Orientations, Innovativeness, and Industrial Sectors in Enhancing Innovation Performance.....	25
<i>Colin C.J. Cheng, Chenlung Yang, and Chwen Sheu</i>	
The Moderating Effect of Emotional Intelligence on Loan Officers' Judgments and Decisions.....	59
<i>Bruce Lagrange, Estelle M. Morin, and Chantal Viger</i>	
What Women Want? An Analysis of Demographics and Different Factors Influencing Online Shopping in India.....	83
<i>Prashant Raman</i>	