

Editorial

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Editorial Objective

JBM is a double-blind refereed journal addressing working or potential business and management theories or practices and the emerging issues of interest to academics and practitioners. 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. We invite research articles, comprehensive reviews, and case studies that provide insights into the daily business phenomena. Authors of *JBM* are always encouraged to offer recommendations to readers exemplifying the applicability of their research findings.

Research Topics

In this issue of *JBM*, we have included four research articles. Rama K. Malladi and Jennifer Brodmann co-author the first article, entitled "Slow and Steady Wins the Race: The Impact of Chasing Returns on Quartile Rankings." They show that a manager who aims to be in the 2nd quartile (above average) instead of the 1st quartile may end up in the 1st quartile over the long run. This phenomenon is contrary to the common belief in the competitive investment management industry that a manager should compete for the top-quartile (1st) rank. The second article is "Implications of Autonomous Pricing on Persuasive Knowledge and Aggressive Consumers." The author, James Blairs, examines how consumers possess varying levels of persuasion knowledge and aggressiveness to respond to different levels of autonomy in the price-setting process. Persuasion knowledge is the ability to interpret, evaluate, and respond to influence attempts from advertisers and salespeople. He confirms that Pricing autonomy, persuasive knowledge, and aggressiveness influence purchase likelihood and perceived satisfaction. Specifically, consumer purchase intentions under a pay-what-you-want price are higher than under a fixed price, given that persuasion knowledge increases and aggressiveness decreases.

Next, Marek Pawlak, Dinah Payne, Christy Corey, and Matt Zingoni discuss "Nexus of Religion, Economic Model and Culture: Impacts on Moral Development." The study explores religiosity as an influencing factor in making moral decisions across five countries, with a total sample size of 1,229 participants. It collects multinational data from two post-communist countries, Poland and Bulgaria. The study associates Kohlberg's stages of moral development with Schwartz's model of values and finds that religiosity impacts Kohlberg's Stage 4 moral development (Law

and Order Orientation) more than the other stages, thus revealing stronger adherence to Schwartz's cultural characteristics of universalism, conformity, and regard for tradition. In the last and the fourth study, Kamaljeet Kaur and Satinder Kumar present a study on "Social Commerce Marketing Experimentation Through Conjoint Analysis: Online Consumer Preferences." The study attempts to examine the consumers' shopping preferences in social commerce through conjoint analysis. The analysis identifies a reverse relationship of utility with price and delivery charges. It reveals that price is the main driver in online shopping for consumers, followed by warranty, delivery charges, order channels, photo displays, sizes available, and charity donations. Based on the preferred attributes, the study offers guidelines for social commerce marketers to set the prices for their products.

Acknowledgment

The publication of this issue marks the new collaboration between *JBM* and the College of Management at National Chung Cheng University (CCU) in Chiayi, Taiwan. From September 1, 2021, the International Consortium for Electronic Business (ICEB) has authorized CCU to be the publisher of *JBM*. Furthermore, the journal is licensed under Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0) and has become a Gold Open Access journal. Accordingly, the journal website has been updated, and we hope to share the contents freely with more scholars worldwide.

For this issue of Vol. 27, No. 2, we thank the authors for sharing their knowledge through the research projects and the reviewers for taking their precious time to review the articles and offer constructive suggestions to the authors. In addition, special thanks go to CCU and National Chengchi University (NCCU) in Taiwan for the administrative support and ICEB for being a partner to recognize *JBM* as its official publication since the issue of Vol. 26, No. 2 in September 2020.

The publication of *JBM* cannot sustain without the institutional partners and the contributing scholars. Please note that the views expressed in these articles belong to the authors, not the editors, editorial board, *JBM*, ICEB, CCU, and NCCU. We hope the articles are interesting to read and beneficial to your future research. On behalf of the Editorial Board, I thank you very much for your continuous support. Finally, we would like to take this opportunity to wish you all to be safe and healthy under the recent coronavirus epidemic. We hope the COVID-19 contagion ends soon, and we, the people, can get back to our healthy everyday lives.

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