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Editorial Note

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It gives immense pleasure in launching first issue of third volume in the Asian Journal of Management Studies (AJMS), as the editor-in-Chief. Post Covid global context has pushed for rapid changes in science and knowledge dissemination with the influence of Artificial Intelligence (AI). Electronically managed AJMS is proud to bring forth this issue for the remarkable journal readerships that embrace policymakers, business practitioners and diverse industries in addition to the research scholars and academics. This also enables the consistent opportunities for researchers and academics to mark their prompt scientific and research contributions while building the trust between AJMS and contributors. As the journals are the key sources for growth in body of knowledge in diverse disciplines, AJMS is an emerging scientific communication channel originated in Sri Lanka to support multi disciplines linked with management. The prompt double-blind peer-reviews and efficient editorial works enabled the authors to appear their latest research findings in an open-access bi-annual scholarly outlet published by the Faculty of Management Studies, SUSL. The journal is obsessed with a platform to publish new, high-quality and original research papers in the Management discipline in local, Asian, and global contexts.

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The first issue in the third volume of the journal also accommodates three types of papers: empirical papers, conceptual papers, and review papers that adapt quantitative, qualitative and/or mixed methods approaches. Empirical papers and conceptual are more common and demonstrate sound theoretical, practical and/or methodological underpinning and make a clear contribution to the Management discipline. In contrast, Review papers embrace a critical, concise, comprehensive, and contemporary review of a particular theme specific to Management.

The first issue of the third volume of AJMS comprises six research papers, including a book review that critically explores contemporary management and/or business issues in both local and Asian contexts. The first article investigates the Impact of Green Supply Chain Management Practices on Triple Bottom Line Performance and Moderating Effect of Institutional Pressure. This investigates the impacts and the relationship between green supply chain management and organizational performance on overcoming emerging challenges due to the complexity and rapid changes in industry and technology supplying process of goods and services underpinned with competition and profit maximization while ensuring environmental conservation. The second paper reports a case study on The Big Five Dimensions of Personality (BFDP) of Bank Managers: A Study in Sri Lanka: Combination of desk research on BFDP and a structured survey among the senior managers in selected banks of Sri Lanka elucidate to a greater extent compared to the senior managers in general. Further, it reveals the BFDP as a vital concept that reflects on work-related personality traits of successful managers' inevitable characteristics in achieving organizational goals.

The third article analyzes Smart Containerization as a Determinant of Supply Chain Visibility in Sea Freight Cargo: A Case Study of the Apparel Industry in Sri Lanka. This qualitative case study from the post-modernistic paradigm inductively analyzes the technological innovation and advancement in the supply chain and logistic management process of the apparel industry, which is one prominent sector in the national economy to generate foreign exchange for Sri Lanka. The study's findings support enhancing contribution to inbound and outbound logistic management through exploring financial, technological, and social avenues. This study also reveals the technological innovation and influences for sustainable and trustworthy apparel, textile, and finishing industries from Sri Lanka to cater

to globally popular brands.

The fourth article is a quantitative Analysis of the Success Factors of Digital Entrepreneurs in Western Province, Sri Lanka. The data have been collected from 120 digital entrepreneurs in the Western Province of Sri Lanka through a questionnaire, and the findings of the study reveal the positive relationship between the success of E-business and competency in digital business strategy, IT business process integration, and relationship competency. The study intensifies the inevitability of improvement in competency on digitalization and pre-readiness assessment on digitalization before stepping into the complex and turbulent E-commerce environment. The fifth paper analyzes the Perception of Entrepreneurial Ecosystem Factors: Comparison among Students and Entrepreneurs. The deductive approach with a questionnaire survey among the students and entrepreneurs confirmed that most entrepreneurs are unaware of the ecosystem and its influence on business performance. The study reveals that awareness of ecosystem factors among students is higher than among entrepreneurs. Ultimately, the study confirms that entrepreneurs are not concerned with conserving and preserving the environment and socio-culture, but students are keen to learn about the influence of ecosystem factors.

Finally, the issue includes a review of the book Advertising and Promotion: An Integrated Marketing Communication Perspective by George E. Belch, Michael E. Belch, and Keyoor Purani. This is a comprehensive and critical review of the book concerning marketing communication concepts and tools too receives enormous attraction from various scholars and writers. Although, several numbers of books have been written and published in the domain of Marketing Communication, a unique and an impressive way of presenting the marketing communication in this book a powerful marketing communication strategy have been unveiled by the authors.

On this auspicious occasion, I would like to extend my sincere thanks to all the authors for their valuable contribution through research articles, the reviewers for their constructive comments that helped to improve the quality of the papers, and the language editors for their services rendered to the Journal. I also would like to extend my heartfelt gratitude to all the readerships.