



## ASIAN JOURNAL OF MANAGEMENT STUDIES

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### Editorial Note

#### MSM Aslam

As the Editor-in-Chief, I am pleased to introduce the second issue of the third volume in the Asian Journal of Management Studies – AJMS (<https://www.sab.ac.lk/ajms/>), a rapid peer-reviewed Journal that has key concerns about multidisciplinary topics that include management social sciences, and any other discipline related to sustainable development. AJMS's main aim is to encourage the latest developments and innovations for publication on the open-access platform, such as research articles, reviews, case studies, commentaries, short communication, and letters to the editor. The Journal also aims to flourish and maintain the standards in research and practice, providing a platform and opportunity for researchers to present their research work and analytical assessment of research. It is probably much indeed for students, academics, and other researchers in the relevant disciplines.

Electronically managed AJMS is privileged to elicit this issue for the diverse journal readerships that embrace policymakers, business practitioners in diverse industries, and research scholars and academics. This also provides consistent opportunities for researchers and academics to disseminate their prompt scientific and research contributions while continuing the scholarly bond between AJMS and contributors.

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As journals are the primary scientific channel for growing knowledge in diverse disciplines, AJMS is an emerging multi-disciplinary journal platform that originated in Sri Lanka to support research and knowledge dissemination linked with management. The prompt double-blind peer reviews and efficient editorial works enabled the authors to present their latest research findings in an open-access bi-annual scholarly outlet published by the Faculty of Management Studies, SUSL. The journal is highly interested in encouraging the publishing of new, high-quality, and original research papers in the management and social science disciplines in local, Asian, and global contexts.

The second issue in the third volume of the journal also includes empirical, conceptual, and review papers that adapt quantitative, qualitative, and/or mixed methods approaches. Empirical and conceptual papers are more common in demonstrating and elucidating theoretical, practical, and/or methodological salient features and contributing to the management discipline. In contrast, review papers embrace a critical, concise, comprehensive, and contemporary review of a particular theme specific to Management.

During the last three years from the commencement, AJMS received 40 to 45 manuscripts, out of which 20% of articles were rejected in the preliminary screening due to plagiarism or being out of the format and peer review process. During 2023, around 12 articles were subjected to publication after they were accepted in the peer review process. In the two issues of Volume 3 published in 2023, 12 articles were published, including review papers.

The second issue of the third volume of AJMS comprises six research papers, including a book review that remarkably investigates contemporary management and/or business issues in both local and Asian contexts. The first article examines the new world order with the intervention of the Artificial Intelligence (AI) education system globally after the COVID-19 pandemic. The paper elaborates on the attitude of undergraduates toward online learning. This reveals the negative and positive attitudes of undergraduates due to various factors such as psychological factors, teaching methods, online learning environment, administration, colleagues, and crisis-driven reasons. The second paper investigates the factors influencing the selection of specialization areas for management

undergraduates at the University of Peradeniya. As the specialization of an undergraduate determines the employment opportunity and success of a future career, the paper examines the influences of factors from one's self, people, and Information. This intensified the self-influences of self-image, self-motivation, self-management, and social self. The influence of external factors such as people, close relations, academic community, industrial community, and information about specialization areas and job prospects have been portrayed.

The third article analyzes the intervention of AI in Micro, Small and Medium Enterprises (MSMEs). The study investigates the interests and priorities given by MSMEs in Sri Lanka for cloud-based HRM solutions. The study noted a low tendency to adopt such applications due to the low reliability of those cloud HRM services, less affordability, less awareness, the absence of exclusively designed cloud applications for MSMEs, and the lack of urgency to use cloud-based IT applications for HRM functions. In addition, the uncertainty of business growth due to the prevailing crisis has also been identified as a significant reason. The fourth article investigates the impact of COVID-19 on the stock market performance in Sri Lanka through structural breaks. This study investigates the effects of structural breaks on the Colombo Stock Exchange (CSE) performance over the COVID-19 period. As stock market returns and volatility are used to proxy the stock market performance, the study reveals the consequences that affect stockbrokers, multinational organizations, portfolio managers, and investors, allowing them to foresee market patterns and take preventative action in the event of structural breaks. The fifth paper identifies the MSME as the most vulnerable sector of Sri Lanka. It investigates the impact of financial literacy on the financial decision-making of MSMEs during the present economic crisis in Northern Province. The study reveals that the financial literacy rate of these MSME entrepreneurs is below 35%, and financial decision-making and financial performance are unfavorable. The study also confirms financial literacy is a better predictor of the financial behaviour of MSMEs. The consequences of lack of financial knowledge, poor financial attitude, and financial behaviour of the MSMEs resulted negatively in the liquidity of the business, debt level, turnover, and profit.

Finally, the issue includes a review of the book Advertising and Promotion: Green Supply Chain Management (GSCM): A Concise Introduction, by Joseph Sarkis and Yijie Dou, published by Routledge (New York), 1st Edition in 2018 with 188 Pages. This is a comprehensive and critical review of the book concerning green supply chain management that effectively manages the environmental impacts caused by industry and commerce. The book emphasizes a deep look beyond their most immediate supply chain operations and upstream and downstream processes. A comprehensive review of the book's systematically and sequentially arranged eight chapters elucidates the step-by-step process of GSCM and its practices. This review inspires readers to access the book to widen their knowledge of GSCM and its application in the real world.

I take this opportunity to acknowledge the contribution of our reviewers for their exceptional support during the open access process, the managing editor during the final editing of articles published, and the support in bringing out issues of AJMS in time. I would also like to express my gratitude to all the authors, reviewers, the dean of the faculty as the advisor and the editorial board of AJMS, and members of the research and publication unit for bringing out yet another volume of AJMS and look forward to their unrelenting support to bring out the Volume 4 of AJMS in scheduled time. I also extend my sincere thanks to the language editors for their services rendered to the Journal and extend my heartfelt gratitude to the entire readership.