

**ASIAN JOURNAL OF MANAGEMENT STUDIES**

Journal homepage: <https://www.sab.ac.lk/ajms/>
DOI: <https://doi.org/10.4038/ajms.v5i1.84>
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**Editorial Note****MSM Aslam**

As the Editor-in-Chief, I am privileged to introduce the first issue of the fifth volume of the Asian Journal of Management Studies (AJMS; <https://www.sab.ac.lk/ajms/>), a rapid, peer-reviewed journal that serves as a significant scientific channel of information for scholars, researchers, professionals, and students, providing in-depth perspectives on intriguing contemporary topics. We are proud and excited to work with global academics and researchers to promote and open scholarly research worldwide. The journal is significantly enhancing its recognition of multidisciplinary scholarly work across management, the social sciences, and other disciplines related to sustainable development. AJMS is strongly committed to encouraging original research with innovative contributions for publication on the open-access platform, including research articles, reviews, case studies, commentaries, short communications, and letters to the editor. The Journal also encourages and emphasizes the standards in research and publication while providing a platform and opportunity for researchers to present their empirical research work and content analysis of research. This would play a pivotal role in the progress of students, academics, and other researchers in the relevant disciplines.

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31 December 2025

Electronically managed AJMS is well-positioned to launch this issue to a diverse journal readership, including policymakers, business practitioners across industries, and research scholars and academics. This also provides steady avenues for researchers and academics to disseminate their prompt, scientific contributions while maintaining the scholarly bond between AJMS and its contributors.

As journals are the primary scientific channels for advancing knowledge across diverse disciplines, AJMS is an emerging multidisciplinary journal platform originating in Sri Lanka to support research and knowledge dissemination in management. The prompt double-blind peer reviews and efficient editorial work 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 publication of new, high-quality, original research papers in the management and social science disciplines across local, Asian, and global contexts.

The first issue of the journal's fifth volume also includes empirical, conceptual, and review papers that employ quantitative, qualitative, and/or mixed methods approaches. Empirical and conceptual papers are more common for demonstrating and elucidating salient theoretical, practical, and/or methodological features and for contributing to the management discipline. In contrast, review papers provide a critical, concise, comprehensive, and contemporary review of a particular Management-specific theme.

In light of the last five years' records since the commencement, AJMS receives 12 to 15 manuscripts, of which 50% to 60% of articles are rejected during preliminary screening due to plagiarism or being out of the format and peer-review process. During 2025, in the two issues of Volume 4, around 12 articles were published after being accepted through the peer-review process.

The first issue of the fifth volume of AJMS comprises five research papers, including a book review that significantly disseminates contemporary management and/or business issues in both the local and Asian entrepreneurial ecosystems. The first article critically investigates barriers to implementing green purchasing practices for manufacturing SMEs in Sri Lanka. According to the study's findings, manufacturing SMEs significantly

contribute to environmental damage, with financial constraints, lack of awareness, and supplier limitations identified as the main barriers to adopting green purchasing practices. The study highlights the need for policy reforms, financial support, and awareness programs to help SMEs overcome these challenges and achieve sustainable development goals. The second paper examines the impact of post-purchase customer experience on online repurchase intention, with customer satisfaction as a mediator (evidence from Ali Express users in Sri Lanka). Accordingly, online purchasing in Sri Lanka is rapidly increasing, yet limited research exists on how post-purchase experiences influence customers' intention to repurchase, particularly through customer satisfaction. This study finds that factors such as shipping, product condition, packaging, and return processes significantly influence customer satisfaction, which in turn drives repurchase intention, offering valuable insights for improving online retail strategies.

The third article explores the employee perceptions on Total Quality Management (TQM) and organizational performance in Sri Lanka's telecommunication industry. The paper studies TQM practices in Sri Lanka's telecom sector and their influences on organizational performance by improving operational efficiency, customer service, employee performance, and strategic planning through structured systems and continuous improvement. However, limited human resources, financial constraints, technological barriers, and leadership issues curtail the effective implementation of TQM practices.

The fourth article of the issue elaborates on digital window shopping as a future customer preference in Industry 6.0. In the contemporary world, digital window shopping has emerged as a form of escapism and entertainment, driven by the thrill of discovery, increased online engagement, and evolving consumer behaviours that blur the lines between browsing and purchasing. The study magnifies how changing retail dynamics, declining brand loyalty, and the integration of content, technology, and seamless shopping experiences are reshaping consumer psychology and the future of both online and physical retail businesses. Finally, the issue adds further value through the review of the book on the Routledge companion to behavioural accounting research, edited by Theresa Libby and Linda Thorne, 1st Edition, published in 2018, with 528 pages. This book review on behavioural accounting emphasizes the role of psychological and sociological factors in shaping accounting practices, showing how human attitudes, biases,

and organizational norms influence transparency, accountability, and decision-making. The study highlights the importance research on behavioural accounting in order to improve organizational performance and sustainability, with key theoretical frameworks and resources like “The Routledge Companion to Behavioural Accounting Research” offering valuable insights for developing more socially informed accounting practices. This review inspires readers to read the book to broaden their knowledge of behavioural accounting and its implications for global sustainability, while enabling them to mitigate contemporary and emerging challenges.

I am thrilled with the diverse contributions of authors and would like to acknowledge contributors, particularly our reviewers, for their exceptional support during submission and review, enabling the issue to be made available online as open access, while joining hands with the managing editor to bring out issues of AJMS on time. I would also like to express my heartfelt gratitude to all the authors, reviewers, the dean of the faculty as the advisor, managing editor and the editorial board of AJMS, and members of the research and publication unit for tireless effort on accomplishing another volume of AJMS and look forward to their continuous support to bring out the next issues and Volumes of AJMS in scheduled time. I would also like to express my sincere thanks to the language editors for their services rendered to the journal and extend my heartfelt gratitude to the entire readership.