

## Editors' Note

As the editors of Vidyodaya Journal of Management (*VJM*), it is our pleasure and privilege to present the inaugural issue of the journal to the academic community and the wider readership across the globe. *VJM*, a double blind peer-reviewed journal, is the official journal of the Faculty of Management Studies and Commerce of the University of Sri Jayewardenepura, Sri Lanka. It aims at disseminating innovative and high-quality research articles that enhance conceptual and empirical knowledge in the broad areas of Management and Organization Studies. The journal welcomes articles of interdisciplinary nature. And it encourages different methodologies and theoretico-philosophical traditions which give new insights into the issues in Management and Organization. As the editors, it is our understanding that the inaugural issue, though contains only four articles by the members of our own faculty, exemplifies these egalitarian aspirations of the journal.

We are leading the inaugural issue with the article, entitled “Place of Women in Sri Lankan Society: Measures for Their Empowerment for Development and Good Governance”, by H.M.A. Herath. In this article, Herath explores socio-economic, cultural and political processes that affect the status and progress of women in Sri Lanka. With a view of empowering Sri Lankan women, he emphasises the importance of attitudinal change of policy makers. The second article, “Waiting Times and Defining Customer Satisfaction” by T.M.B. Palawatta, revisits the notion of satisfaction in the marketing literature. Palawatta argues that defining satisfaction/dissatisfaction as disconfirmation between expectation and perception is probably the most appropriate definition of satisfaction in the context of service marketing.

The third article of the inaugural issue, entitled “The Employment Status of the Elderly in Sri Lanka: Emerging Patterns and Determinants”, co-authored by W.G.T.S. Senanayaka and M.H.A. Sisira Kumara, addresses some issues related to the employment status of the Sri Lankan elderly. Senanayaka and Sisira Kumara use the Sri Lanka Household Income and Expenditure Surveys to examine the patterns and the determinants of employment status of the elderly. Based on a rigorous statistical analysis they explain what causes the employability of the Sri Lankan elderly. Our last article, “Marketing Culture and Corporate Social Responsibility: A Case in Service Firms in Sri Lanka” by B.N.F. Warnakulasooriya, raises an important empirical question: whether the marketing culture has a measurable impact on corporate social responsibility in service organizations. By aptly analysing survey data from

service firms in Sri Lanka, Warnakulasooriya shows the strong association that exists between marketing culture and corporate social responsibility.

The inaugural issue of *VJM*, as we believe, marks another milestone of the long history of the Faculty of Management Studies and Commerce. We put all our efforts to establish the culture of a true peer-reviewed journal, although it was a difficult and time-consuming journey. Once we reflect on this journey and the globally competitive knowledge-production industry, it is our understating that, other than necessary infrastructure, courage, patience and commitment of all interested parties are critical to establish a culture of a true peer-reviewed journal. In this context, while inviting researchers and scholars across the globe to send their original research articles to the journal, we sincerely hope that *VJM* is a little step towards that direction.

Finally, we would like to extend our sincere gratitude to all authors for their patience and keeping their faith on us, reviewers and language editorial team for their unpaid academic labour, Sandun Madhawa Kalugampitiya for helping us to develop the cover page of the journal and Vasana Kaushalya for her (voluntary) role as the editorial assistant.

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