

Editors' Note

As the Editors-in-Chief of Vidyodaya Journal of Management (VJM), Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, Sri Lanka, it is our pleasure to publish the Volume 7, Issue I of the Journal. This issue contains six research papers and a book review.

The research papers included in this issue are covering areas of Green Supply Chain Management Practices, Perceived Trust and Perceived Usefulness of E-Services, Celebrity Endorsement, Corporate Citizenship Behaviour and Rural Livelihoods, Effect of Dress Code on Job Performance of Sri Lankan Female School Teachers and Identifying the key motives of supermarket patronage by shoppers. A book titled 'How Creating Customer Value Makes You a Great Executive' by Gautam Mahajan' is reviewed to bring more critical perspective for transitions of value concept and its significance to the today's business world.

First paper investigates the impact of implementing green supply chain management practices on organizational performance, in terms of environmental, operational and financial performance with the participation of 150 manufacturing firms in Sri Lanka. The empirical evidence verified a significant positive relationship between green supply chain management practices and organizational performance exists.

Examining the relationship of perceived usefulness and perceived trust of e-services on adopting e-banking in the context of Sri Lankan private commercial banks is the focus of the second paper. It uncovers the positive relationships of perceived trust of e-services and perceived usefulness variables towards e-banking adoption and there are differences in adoption of e-banking with regard to several demographic variables. In line with that the existence of differences in adoption of e-banking between lower income category customers and higher income category is also supported.

Third paper probes the celebrities' credibility on consumers' perception and attitude towards Globacom telecommunication products in Ilorin Metropolis in Nigeria with the participation of 273 consumers. The results reveal that celebrity's credibility affected consumers' perception and celebrity endorsement also impacted consumers' attitude in the study area. The study recommended that firms that desire positive consumers' perceptions and attitudes towards their products should use a meticulous process to select celebrities who are credible, reliable, popular and likeable by target consumers to endorse their brands.

The fourth research paper is an exploratory study to identify the roles of multinational companies in enhancing the rural livelihoods of the dairy farmers in Sri Lanka. The findings indicate that multinational companies have been able to enhance the rural livelihoods of the dairy farmers through generating of job opportunities and replacing conventional practices with modern technology, identifying the importance of knowledge management, understanding the value of quality, adhering to policies, standards and guidelines along with maintaining proper documentations and improving the return on invested capital. However, multinational companies exercise in the developing context is still being contended.

Fifth paper is focused on how clothing of Sri Lankan female school teachers in Western and Central provinces affects their job performances. The findings insist that the current dresses of Sri Lankan schoolteachers are the Saree and Abaya, however, most of the respondents preferred to wear casual dresses. Moreover, teachers have faced accidents due to their current dress and results suggested that, teaching and performing extra-curricular activities would be more productive if they wear casual dresses.

Identifying the key motives of supermarket patronage by shoppers and how those motives impact on customer loyalty in Sri Lanka has been empirically studied in the sixth paper. The results are decisive which indicate that all three motives, product motive, services motive and atmospheric motive, have significant impact on loyalty where the atmospheric motive has the highest impact on loyalty compared to product and services motives. The behavioural patterns and preferences of shoppers identified in this study are important and need to be taken into consideration by the management and the personnel of supermarkets for smoothly functioning of the supermarket operations and satisfying customer needs.

Also, we are delighted to mention that the journal has further expanded its indexing in International Scientific Indexing, Research Bib and IJIFACTOR indexing since this year. As a final note, we would like to acknowledge and thank the contribution of authors, reviewers, editorial board and the publisher for their support in bringing out yet another volume and look forward to getting their continuous contribution for the upcoming volumes as well.

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