

EDITORIAL

In the first issue of this 2016 year, our journal continues to explore the diversity of emerging economies and complexity of multidisciplinary research issues. Researchers keep on suggesting hot topics that pertain to the mission of the journal and expectations of its readers. Though the authors typically base their studies on the data from their own country, the observations and findings often mirror realities in numerous other emerging economies. This contributes to broadening the knowledge both of typical phenomena in all emerging economies and of the specificity of the trends and developments in particular emerging economies.

The issue presents four articles that vary in terms of the geographical coverage, disciplines and the aspects of analysis. The topics range from the conceptual and strategic thinking about a company competitiveness and international expansion modes to the deepening of knowledge regarding the specificity of micro-companies and personal on-line shopping behaviour.

The issue starts with the study on the competitive aspect of corporate identity, considering it as a dynamic asset of gaining competitive advantage in the market. The authors of this article (Varsha Jain, Niriksha Paul, Ganesh B.E. and Dhruvinkumar Chauhan) aim to define an operational, nuanced, comprehensive and synthesised definition and concept of corporate identity. Their research also explores the potential of corporate identity in differing organizations existing within the Indian ecosystem with internal and external stakeholders in the digital context. In order to achieve these objectives, the authors provide thorough analysis of the existing scope of the literature on corporate identity and extensive qualitative study of a large number of companies in India.

The authors identified that corporate identity deals with strategic, emotional and social dimensions, and this was the basis for the model they have developed. This model helps in schematising and framing corporate identity in terms of five categories and their relevant sub-themes, which are recursive and reflexive. The authors conclude that the observed regularities have emerged from the insights received from India, and might have exclusivity in regard to the specifics of this market.

In this study, the corporate identity was seen as a benchmark related to corporate challenges and expectations. Considering managerial implications and the state of development of digital technologies, the authors suggest that currently digital media need to work as a bonding platform among the stakeholders to ensure the consistency of the corporate identity.

In the second article of this issue, Tadas Šarapovas, Maik Huettinger and Domas Ričkus address the issue of international expansion of firms that are working in service sectors. Though the topic of internationalization constantly receives a large amount of attention due to globalization and growing international trade, the authors take a special aspect of its analysis. They concentrate on the key determinants for the choice of foreign market entry modes that are specifically important for service companies. On the basis of survey data received from 52 Lithuanian service SMEs that have expanded abroad in 2005-2014, the authors received quantitative data that has been subjected to logistic regression analysis.

The findings of this study indicate that the two market-related factors, namely market attractiveness and cultural similarity between home and host market, are significant when selecting the foreign market entry modes by service firms. However, the study lacked empirical evidence to confirm the importance of demand uncertainty, country risk and legal restrictions. This allowed authors to formulate the specific directions for future research.

The third paper is based on the theoretical platform of the leader-member exchange and the transfer of the trust between the participants of interactions. However, the application of this theoretical background is really interesting and includes significant novelty, since the authors of this article Olga Štangej and Vida Škudienė take the situation when the trust is transferred from the family context to a business system in the case of a micro/small business operation. The article examines the relationship between the leader's trust in the member and the quality of the leader-member exchange (LMX) in familial dyads in family businesses. In order to identify the specific conditions under which trust-LMX relationship is altered, the authors tested the moderating effect of the leader's family-centric and business-centric orientation. The key implication of this study is that the leader's trust in the member is positively associated with the quality of LMX perceived by both the leader and the member. This relationship is further enhanced by the leader's orientation, however, only in the cases when the family leader pursues a family-centric orientation. In contrast, a business-centric orientation has no significant effect on this relationship.

As a result, it was found that that familial trust has positive influence on the social exchange in the business context. However, this may be subject to the leader's orientation and have further implications for individual and organizational level outcomes. Therefore these findings challenge the current knowledge about the conditions under which family influence on the business may be positive or negative.

The last article, presented by Ather Akhlaq and Ejaz Ahmed, concentrates on a really contemporary issue of modern commerce and marketing, i.e. – on factors of online shopping. The specificity of this study is based on its coverage (market of Pakistan) and targeted attention to the factor of gender, which might have specific importance in the chosen scene for the study. This analysis continues and deepens the previous study of these authors. Here they use six latent factors they have identified in previous research, namely Perceived Risk, Perceived Enjoyment, Perceived Usefulness, Perceived Ease of Use, Distrust and Legal Framework, which were found to significantly influence 'online shopping intentions' in Pakistan. The current study focuses on looking for the gender differences among these six significant latent variables.

Using analysis with MANOVA, the authors found statistical difference between men and women on the combined dependent variables of online shopping. When the results of the dependent variables were considered individually, differences on the basis of gender occurred in the cases of Perceived Enjoyment and Legal Framework. This indicates that women enjoy online shopping more than men; women desire to shop in a safe environment, fenced by rules and regulation, assured that they can report and complain to the concerned legal authorities if there is a mishap occurring during their online shopping tenure. These findings allowed the authors to develop quite practical and implementable managerial applications for male dominant societies in emerging economies.

Summarizing the content of the current issue of the Journal, I would like to once again mention its emphasis on endogenous research. We are receiving more and more studies from researchers from emerging economies that not only identify and fill the gaps regarding the specificity of emerging economies, but also help develop overall international scope of knowledge. This well corresponds with the main purpose of the journal 'Organizations and Markets in Emerging Economies' and we are happy to provide an outlet for such studies.

We look forward to serving our mission of contributing to creation and dissemination of the knowledge on organizations and markets of emerging economies.

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Editor-in-Chief,

Organizations and Markets in Emerging Economies