EDITORIAL

The third volume of the journal remains consistent in continuing its mission to reflect specifics of emerging economies from the standpoint of various disciplines, approaches and methodologies. The authors of the presented articles address rather challenging issues that bother researchers and businessmen in emerging economies, ranging from macro-level considerations about infrastructure efficiency to the level of consumers and their individual perceptions. As in all other issues, the articles represent a rather wide geographical coverage. It is important that this time the definition of emerging economies and markets is applied not just to the largest and rapidly growing economies of the world; the authors remind us that the term is perfectly suitable for much smaller countries, such as Serbia, Lithuania. These countries belong to the group of emerging economies by all the major parameters of their status and growth, just sometimes are not mentioned within this group perhaps because of inertia to mainly concentrate on the larger economies.

The issue starts with the article of Bindu Gupta, Sahil Joshi and Mohit Agarwal. These authors analyse the issue of knowledge sharing behaviour among employees, confronting expected benefits with perceived costs of this activity. The importance of the issue is based on the fact that knowledge is considered to be one of the most important sources of sustainable competitive advantage. In order to develop or even sustain it, an organization has to create, share, and utilize the knowledge it possesses. However, an organization represents not only an institutional entity, but also a set of individuals with their perceptions, intentions and expectations. Therefore internal processes in the organization and interactions among employees should be studied with the close attention to the standpoint of employees. The study is based on the data from the IT sector employees in India, but allows development of much broader considerations, since understanding the main triggers of knowledge sharing behaviour among employees is important for a much wider context.

The next two articles are similar in the overall macro approach and analysis of interactions between the government and private sector.

Jolanta Žemgulienė analyses how public capital expenditure influences the productivity of the private sector, using analysis of the gross capital formation. More specifically, the paper focuses on two interrelated issues: first, is there any evidence that changes of productivity in the economy can be associated with the flow of government expenditures on fixed capital investment? And, second: is the impact of public sector capital flow different for emerging and advanced countries? The author compares evidence from the analysed country (Lithuania) and develops comparisons with the more developed countries of the EU. Empirical analysis of the data was based on the conventional production function with public expenditure on fixed capital formation as an additional input. The results of regression analysis show just insignificant impact of government expenditure on fixed capital formation on the private sector output growth. It was also found that governmental expenditure on fixed capital formation as a share of GDP is significant and negative for both Lithuania and the Euro area countries. Therefore, increasing the share of public spending on fixed capital formation would influence the contraction of the private sector output growth rate. However, the author warns the reader to interpret the discovered regression coefficients with certain care, since there are differences of variables that have been used for the estimations.

Nikolai Mouraviev continues exploring interaction between a state and private sector via the prism of public-private partnerships. Public-private partnerships are employed in many countries as an alternative method of public service provision in which partners from the public and private sectors share their resources, responsibilities, and risks. Drivers that influence development (or underdevelopment) of such partnerships may be unique for a country or reflect similarities of certain types of countries and more specific circumstances. To analyse the issue, the author took an example of the two transitional countries, Kazakhstan and Russia. This allowed defining certain sets of internal and external drivers for public-private partnerships, and classifying them. It was emphasized that among internal drivers, the need to attract private initiative and funding for upgrading the utilities and housing infrastructure is most influential because of enormity of the task for which governments lack resources. External drivers are led by a country intention to align itself with the requirements of perceived international best practices. The paper concludes that public policy at least in the two analysed countries is the major driving force for public-private partnerships' development, although the value for money concept and transaction cost economics are rather neglected.

The author of this article decided to have a specific section of literature analysis that refers to resources that are published in Russian, and remain rather unknown to the English speaking research community. This issue is typical for a few large regions where research studies are published in other languages and are less accessible for the international research community. Therefore we really welcome the initiative of this author.

In the next paper, an international team of authors (Gordana Lalović, Saule Amirebayeva Reardon, Irena Vida and James Reardon) address a very sensitive issue of the intellectual property. The scale of the piracy and theft in this area is frightening, and emerging economies here play a rather noticeable role in both downloading and 'sharing' of digital property. It is too simplistic to try to explain it just by lower levels of income that restrict choice of legal solutions when acquiring items of intellectual property. As the authors state, the bases of understanding factors that influence pirated behaviour include at least three theories: Becker's Model of Crime, Theory of Reasoned Action and the Theory of Planned Behaviour. Exploring the example of purchasing versus free (illegal) downloading of music, the authors construct a set of factors that play a role in such a decision making. The results indicate impacts of price, downloaded music quality, ease of Internet use, attitudes toward music industry and ethical perception of music downloading on consumer purchase or pirate decision.

The topic of consumer perceptions is continued in the article by Neringa Ivanauskienė, Viltė Auruškevičienė, Vida Škudienė and Šarūnas Nedzinskas. They explore customer perceptions of value in retail banking during a period of economic downturn. This period, when the retail banking sector customers are more likely to re-assess their relationship with financial organization, is rather under-researched, and provided an opportunity for this study. Therefore the study aimed to assess the factors of customer perceived value in the retail banking sector during the period of economic recession. The research method involved the survey conducted with 200 retail customers of commercial banks in Lithuania. The study revealed that during the period of economic recession customers rate higher the dimensions of emotional (affective) value (i.e., the reliability and security of the bank, good psychological climate when contacting with bank personnel) and functional value (i.e., the quality of service provision, the competence of contact personnel). At the same time, the factors of social value (i.e., the established long-term relationship, personal beliefs, social integration, the opinion and recommendations of relatives, acquaintances and/or friends) are rated lower and considered of lower importance.

The last article of this issue is written by Hemant Bamoriya and Rajendra Singh. These authors examine whether Technology Acceptance Model is a robust model for explaining intention to receive SMS advertising. The case of SMS advertising is a very appropriate case for intention analysis, when it has to reflect general aspect of technology acceptance and use a widely known technological signal. This study examined intentions to receive SMS on the basis of the sample of 242 respondents in India. They survey measured responses for the five constructs of Technology Acceptance Model. Using the Structural Equation Modelling method both measurement model and structural model testing was performed. The findings suggested that specified TAM model contributed to as much as 81.8% of variance in the intention to receive SMS advertising and was a valid model for explaining the intention to receive SMS advertising. More specifically, the study showed that perceived utility was a much better predictor of attitude towards SMS advertising than perceived ease of use and perceived trust. The practical implications for marketers from the study suggested focusing on increasing utility of SMS ads, since this would develop positive attitudes towards SMS advertising in general.

The editorial team of the journal truly believe that the presented set of articles will be positively met by our readers and correspond to their interests. Looking to the future, we will continue following our mission of contributing to creation and dissemination of the knowledge on organizations and markets of emerging economies , and we would like to invite researchers and readers of the journal to actively participate in this work.

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