



EDITORIAL

The *Journal of Indian Business Research*: the first year and beyond

JIBR: the first
year and beyond

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Abstract

Purpose – The purpose of this paper is to look back at the first year of publication of the *Journal of Indian Business Research (JIBR)* and to provide details of the current issue.

Design/methodology/approach – It is time to look back at the first year of launch of the *JIBR*. After all, it is widely believed in the academic publishing world that the first year of a new journal is the most crucial one. This editorial gives details of the current issue, paper by paper.

Findings – Filling a much-felt gap for a high-quality publishing outlet on Indian business research, *JIBR* has attracted the attention of leading scholars in the discipline in the very first year of its existence. Renowned scholars such as Jagdish Sheth, Alok Chakrabarti, Raj Aggarwal, Madhukar Angur, G.K. Kalyanaram and Rajendra Sisodia have published their research and/or viewpoints/commentaries in *JIBR* in its very first year. This issue begins with “Corporate social responsibility communication in the Indian context” wherein Brigitte Planken, Subrat Sahu, and Catherine Nickerson report on research, which investigates the CSR platforms and the communication surrounding those platforms in India. In the second paper titled “Effectiveness of integrated marketing communications: empirical analysis of two brands in India,” Mehira Baidya and Bipasha Maity utilize quarterly, time-series data over 2000-2005 for two competing brands in packaged goods business to assess the impact of marketing communication on sales. Pramila Rao, in the third paper titled “A resource-based analysis of recruitment and selection practices of Indian software companies: a case study approach” enhances our understanding on senior-level staffing practices of Indian software companies. The next paper by Federica Collato is a case study titled “Is Bangalore the Silicon Valley of Asia? Analysis of the evolution and the structure of this Indian local economy organization.” The final paper of this issue is a viewpoint article on “Overcoming decision flaws from framing” by V.N. Bhattacharya.

Originality/value – The Editorial provides an overview of the inaugural volume of *JIBR*.

Keywords Business studies, India

Paper type General review

Having completed one year of publication since launch, the *Journal of Indian Business Research (JIBR)* is now into its second year. The journal was launched by Emerald Publishing under our joint editorship at a time when India was truly poised to become one of the world’s most competitive, dynamic and resilient economies in the changing global landscape. As Western economies are struggling through the recession, India along with a few other emerging countries (e.g. China, Russia, Brazil, South Africa, and



Turkey) kept the world economy growing. This new-found importance led to the rise of the BRIC or the BASIC groups as economic powerhouses in global business lexicon. However, India's business environment and pattern of economic growth have been as unique as its culture and tradition.

The *JIBR* is positioned as a leading specialist reference resource of academic information and analysis on Indian business. It highlights cutting edge research, new concepts and theories, fresh practical ideas and initiatives that can be readily applied to understand business strategies of Indian companies, both in and outside of India, as well as the business strategies of foreign firms operating within India. The journal publishes research pertaining to all functional aspects of business, such as marketing, finance, accounting, management information systems, human resource management, organizational behavior, public systems, strategic management, and services.

This journal is an innovative practice reference that provides corporate management with insights, techniques and strategies to gain competitiveness and best satisfy their customers. The journal publishes contributions from practitioners as well as academics in the field, reporting on the latest strategies, new thinking and initiatives.

It is time to look back at the first year of launch of the *JIBR*. After all, it is widely believed in the academic publishing world that the first year of a new journal is the most crucial one. Filling a much-felt need gap for a high-quality publishing outlet on Indian business research, *JIBR* has attracted the attention of leading scholars in the discipline in the very first year of its existence. Renowned scholars such as Jagdish Sheth, Alok Chakrabarti, Raj Aggarwal, Madhukar Angur, G.K. Kalyanaram and Rajendra Sisodia have published their research and/or viewpoints/commentaries in *JIBR* in its very first year. Consistent with the objectives of the journal laid out in our first editorial (Mukherjee and Shainesh, 2009), *JIBR* has achieved good manuscript submissions and a dedicated team of outstanding reviewers.

In its very year first year, the journal has received submissions from scholars in schools/departments of business including Curtin University of Technology (Perth), Emory University (Atlanta), Hiroshima University (Japan), IIM Ahmedabad, IIT Bombay, Tampere University of Technology (Finland), University of Akron (Ohio), University of Michigan – Flint, etc. among others. Papers have been received from several countries across continents, such as North America (USA, Canada), Europe (Finland) and Asia Pacific (India, Australia, Japan).

The editorial board consists of over 25 leading scholars from universities and business schools including Baruch College, Curtin Business School, Emory University, Indian Institutes of Management at Bangalore, Calcutta and Lucknow, Lancaster University Management School, Stanford Graduate School of Business, Stern School of Business, University of Akron, University of Connecticut, University of Leeds, The Wharton School, etc. Highly competent area editors have been added for each discipline. The acceptance rate for publication in the journal now is about 20 percent – considered very good for a new journal. The journal is included in Cabell's Directory of Publishing Opportunities in Management; and in most journal databases (including ProQuest, ABI-Inform, Inspec, and Zetoc of British Library) and is part of the Emerald database reaching 15 million readers and 1,500 universities worldwide. *JIBR* is also a member of the Committee on Publication Ethics.

Two attributes differentiate *JIBR* from other journals with a country focus – *JIBR* is highly international and interdisciplinary. We present an analysis of the type of articles that got published in *JIBR* in the first year. Even though all published articles deal with India, less than half of them were written by authors from India. The international nature of the published articles in the first year of the journal is justified by the country-of-author mix: the USA (25 percent), India (42 percent), Finland (12.5 percent), Canada and Japan (8.33 percent), and Australia (4.2 percent). The articles published in the first year also represent authors from a plethora of disciplines: marketing (25 percent), international business and industrial/operations management (20.83 percent each), human resource/OB/psychology (12.5 percent), economics and management (8.33 percent), and finance (4.2 percent). The 16 articles published in the first year of this journal can be classified into research papers (81 percent), viewpoint papers (12.5 percent), and commentary (6.25 percent). We also see a good mix of articles authored by one author (56.25 percent), two authors (37.5 percent), and three authors (6.25 percent).

The current issue carries five articles, which are quite eclectic and reflect the diversity of business issues being researched in the context of Indian businesses. We begin with “Corporate social responsibility communication in the Indian context” wherein Brigitte Planken, Subrat Sahu, and Catherine Nickerson have reported on research, which investigated the corporate social responsibility (CSR) platforms and the communication surrounding those platforms in India. Their study is built on combining the “Four Step Pyramid of CSR” involving economic, legal, ethical and philanthropic considerations (Carroll, 1991; Visser, 2007) and the six marketing communication strategies proposed by Kotler and Lee (2004) for promoting a company through its CSR policy. These strategies, designed to promote the corporation’s image as a good corporate citizen and persuade the consumer to buy a product or service, include cause promotion, cause related marketing, corporate social marketing, corporate philanthropy, community volunteering, and socially responsible business practice. They have reported the findings of two related exploratory studies, one focusing on the CSR initiatives currently being promoted within the Indian Oil and Gas sector and a second looking at the attitudes held by educated Indian consumers towards different marketing communication strategies for different CSR initiatives. Findings of the first study indicate that the majority of the activities pursued by corporations in the Indian Oil and Gas sector were philanthropic in nature, thus providing additional support that firms in emerging economies tend to prioritize philanthropic over ethical concerns. The findings of their consumer survey indicate that corporate philanthropy as a marketing communication strategy, and philanthropy as a CSR platform, may not be the most effective strategies to influence the educated Indian consumer’s attitudes towards the corporation positively or increase their intention to purchase the corporation’s products. The authors also propose alternative strategies and initiatives for more effective impact on attitudes and purchase intentions. These include emphasis on ethical and legal concerns, role of independent media in disseminating CSR information and involvement of different groups of stakeholders in designing business strategy, beyond the conventionally restricted view of stakeholders as investors, suppliers, employees, and customers.

In the second paper titled “Effectiveness of integrated marketing communications: empirical analysis of two brands in India,” Mehir Baidya and Bipasha Maity utilized

quarterly, time-series data over 2000-2005 for two competing brands in packaged goods business to assess the impact of marketing communication on sales. The statistical analysis involved multiplicative regression model utilizing a double-log regression function to capture the non-linear response characteristic of promotion mix and its impact on sales. The study found that all individual components of IMC have significant, unequal and positive impact on sales. Also, the impact of total IMC on sales are also positive and significant. They conclude with suggested strategies in utilizing marketing communication mix for the selected brands.

Pramila Rao, in the third paper titled "A resource-based analysis of recruitment and selection practices of Indian software companies: a case study approach" enhances our understanding on senior-level staffing practices of Indian software companies. Based on a qualitative case study of five high-profile software companies in Bangalore, India, this paper examines successful staffing practices such as internal recruitment, employer references, succession planning, interviews, personality tests, newspaper recruitment, professional search agencies, and bio-data.

The next paper by Collato Federica is a case study titled "Is Bangalore the Silicon Valley of Asia? Analysis of its evolution and structure." Federica presents an interesting view of Bangalore, which is one of the biggest IT clusters in India: Bangalore is an informationalism business ecosystem with strong network, interconnection and interdependence between organizations. This paper is based on literature and interviews with a number of dominant representatives of IT companies in Bangalore.

The final paper of this issue is a viewpoint article on "Overcoming decision flaws from framing" by V.N. Bhattacharya. Human beings are susceptible to decision flaws from framing, i.e. the way a decision problem is presented. Drawing from theories in behavioral economics, the author utilizes the concept of framing and highlights the harmful effects of framing in decision choices that we make. With examples from daily life as well as business situations, Bhattacharya suggests that it is possible to recognize signs of the way we frame a decision situation and adopt strategies to sidestep the pitfalls of wrong choice.

We are sure you will enjoy reading the articles in this issue. We thank the members of *JIBR*'s Editorial Advisory and Review Boards for their generosity with their time and continuous support for the journal. Their expertise and valuable feedback is greatly appreciated. On behalf of the publisher and the editorial board, we wish to thank the able team of reviewers who kindly reviewed the many articles that were submitted for this journal. As befits the scope of the journal, its reviewers, just like its articles, are truly international. We have been successful in forming a panel of area editors who are acknowledged subject matter experts to help us streamline the review process and promote the journal among their peers and colleagues.

This journal could not have made such a promising start without the highly professional contribution of the publishing team at Emerald. We thank Claire Jackson and Cristina Irving, Publishers at Emerald, for their continued support. Our special thanks to Bini Seelan (Assistant Editor) and Kyungwon Lee (Editorial Assistant) for their help in coordinating with the authors and reviewers and for help in promoting the journal among potential authors. Our goal is simple: to make *JIBR* the top journal in the world focusing on issues pertaining to Indian business. We welcome your support and suggestions to make *JIBR* the premier journal in its field.

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