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# **Asian Journal of Business Research**

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# Editorial

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## Asia's big two: China and India.

It is indeed an honor to be the latest Managing Editor of the Asian Journal of Business Research and to see the progress of the journal. The journal is the concentrated effort of the Marketing *in* Asia Group whose desire is to promote academic discussion in the context of business in Asia, yet with a global perspective. The Marketing *in* Asia Group seeks to disseminate knowledge of Asian business based on rigorous yet pragmatic research and this has seen the publications of books as well as this journal and a conference specific to the issue of business in Asia.

In the spirit of sharing knowledge of Asia, this edition has a mixture of authors from different nations discussing about issues in China and India. Both nations are growing economies with large populations. China is the world's second largest economy. India is fast becoming an economic powerhouse, with good economic growth and business friendly policies. The capabilities and potential of both nations make them an intriguing and rich research area to be looked into by researchers.

The first paper discusses the impact of country image and brand equity of companies from China but from the perspective of Americans. This is in line with the aspirations of the journal and further articles that look at the various issues in Asia but from the viewpoint of other nations or cultures is most welcomed. This will help in the development of an understanding of business in Asia from a variety of perspectives. The second article looked at brand personality and country of origin effect and again the study contrasted China versus United States but from the perspective of Macau respondents. The study looked at two TV editions of four brands in four product categories. From FMCG, the next article looks at e-commerce. Respondents were University students in China who responded to issues on e-wom, trust and purchase intention.

From China we then traverse to India to look at an article that discusses the determinants of buying behavior over the Internet. The article suggests that perceived ease of use and perceived usefulness are antecedents of intention to purchase online in India. The following article describes online shopping behavior and suggests a framework for online consumer decision. The final article is on consumer satisfaction with non-profit organizations. This paper deals with how Westerners (respondents from USA and The Netherlands) view such organizations. This is of interest to the journal as we hope that such papers can be replicated in the Asian context, perhaps with a different approach such as looking at the various Asian lifestyle and philosophy towards philanthropy.

We do hope that you will enjoy reading the journal and benefit from the knowledge shared. Our gratitude and thanks to all our contributors and reviewers without whom this journal will never be possible. The editorial team at the Asian Journal of Business Research encourages academic and industry-based researchers to contribute research papers and case studies for its peer-reviewed publication.

Kim-Shyan Fam  
Zhilin Yang  
Ernest Cyril de Run