



AJBR

ISSN 1178-8933

Volume 3 Number 1 2013

Asian Journal of Business Research



AJBR

ISSN 1178-8933

Volume 3 Number 1 2013

**Asian
Journal *of* Business Research**

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Published by Asia Business Research Corporation (ABRC) Limited
PO Box 5257, Lambton Quay, Wellington 6145, New Zealand

Volume **3** Number **1**, **2013**

ISSN 1178-8933

First published in 2011
Printed in Malaysia

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Editorial

The Editorial Board Members of the Marketing in Asia Group (MAG) wishes all its members a Happy and Prosperous Chinese New Year and may the Year of the Snake brings good luck, fortune, prosperity and good health to all of you.

AJBR is now in its third year of publication. The journal made its debut in 2011 and has continued to publish research work from scholars within Asia and elsewhere relating to business issues in Asia and Asia with the rest of the world. This continuation of publication could not have happened without the support of MAG's members, interest from worldwide scholars, the reviewers, and of course, scholars who have submitted their papers to be considered for publication in AJBR. We appreciate this and look forward to your continuous support in this Year of the Snake and in coming years.

The Marketing in Asia Group (MAG Scholar) will host the third MAG Scholar Global Business, Marketing and Tourism Conference in Dubai this year. Selected papers from the conference will be considered for possible publication in AJBR. We look forward to receiving high-quality research based papers from all of you.

In this edition we have several high quality papers from various Asian nations. Sanjay K. Jain and Reetika Jain examined consumer ethnocentrism antecedents in India. They found their respondents to be only moderately ethnocentric, and yet significant differences are discernible in their ethnocentric tendency across socio-psychological and demographic characteristics. From India we travel to Budapest to review the interdependency in relationships of project partners by Zoltán Veres and József Hack-Handa. Harvinder Singh and Sanjeev Prashar looked at the shopping experience in Dubai. They found that mall shopping experience in Dubai as a blend of five factors; ambience, physical infrastructure, marketing focus, convenience, and safety and security. Shoppers assigned different weights to these factors. Lau Wee Ming, Hosea Lim Vui Chung, and Diana Atton ak Paul looked into customer orientation, service orientation, service quality, service encounter quality and perceived value in the retail context in Malaysia. They found that these variables have a positive relationship with customer satisfaction and behavioral intention.

Next, we travel to Vietnam to look at the marketing barriers and export performance in the Vietnamese seafood industry by Ho Huy Tuu and Svein Ottar Olsen. They found that barriers of product, price, distribution, and logistics have a significant negative impact on export performance. The next paper examined negative political advertising and the findings showed that negative advertising did not change voters' choice but that advertisement believability had an impact on action. This research was carried out in Batang Ai, Sarawak, Malaysia by Ernest Cyril de Run, Jee Teck Weng, and Lau Wee Ming. The last paper looks at Television Product Placement Strategy in Thailand and the UK. This paper by Amy Rungpaka Hackley and Chris Hackley involved secondary research and depth interviews that suggest that there are important differences arising from the very different regulatory, media and consumer environments.

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 submit their research papers and case studies to this international double blind peer-reviewed journal for review and possible publication.

Happy Chinese New Year!

Kim-Shyan Fam
Zhilin Yang
Ernest Cyril de Run