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Editorial

Marketing *in* Asia Group (MAG) has consistently produced The Asian Journal of Business Research over the past few years. It has also been conducting the MAG Scholar conference as well in order to promote academic discussion in the context of business in Asia, yet with a global perspective.

We are pleased to inform you from this issue onwards, all articles published in AJBR will have its own DOI (Digital Object Identifier) number. With the help of this DOI number, your article can always be located. We would like to thank all the authors, referees and editors for their great work.

In the spirit of sharing knowledge of Asia, this edition has an important issue for Asia and its academics. The article by Brigitte Burgess, Gallayanee Yaoyuneyong and SherRhonda Gibbs looks at gender differences in self-construal and impulse buying among young Thai consumers. Other article by Tommy Tse investigates how global fashion, beauty and luxury industries and Hong Kong print media business appropriate, negotiate and re-create the meaning of ‘fashion’ and its vicissitudes in and through the encoding and channel stages of marketing communication.

Osman M. Zain and Muhammad Tahir Jan writes on the automobile salesperson’s career tenure in Malaysia. Their article identifies and tests those factors which play an important role in salesperson’s career tenure. Salesperson’s tenure is a major issue for companies especially in today’s era of high competition. Awang Rozaimie and Anees J. Ali wrote on the role of interethnic conflicts, difficulties, anxiety and uncertainties due to people’s lack of awareness or insensitivity to the cultural clues of different cultural frame of references in the South East Asian region. Richard A. Heiens and Larry P. Pleshko studied double jeopardy patterns in a Middle Eastern retail services setting. Through a survey of consumers of coffee shops in Kuwait, their study found a positive relationship between customer loyalty and market share in the overall category, as well as within select subcategories of coffee retailers.

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