

Editorial

Marketing *in* Asia Group (MAG) has consistently produced The Asian Journal of Business Research Since 2011. It is in the process of applying for Scopus and ISI recognition. Aside from that, 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.

In the spirit of sharing a variety of knowledge of Asia, this edition looks at important issues for Asia and its academics. The article by Pahang looks at the influence of intrinsic motivation such as the need for cognition on ambivalence towards rebranding and secondly, how individuals with different ambivalence levels react in terms of cognition, emotion and behavioral intention to corporate rebranding. Other article by Ashaduzzaman and Mahbub aims to know the role of packaging on buying detergent powder in Bangladesh.

Raichoudhury attempts to measure financial inclusion using a cross country data set from Financial Access Survey (FAS) and the index of financial inclusion (IFI) developed by Sarma (2012). Then it presents an empirical analysis of the relationship between financial inclusion and human development across countries. The article by Geetha and Bharadhwaj investigates impulse buying behaviour in India. The last paper by Thaichon, Sharma, Raina and Kapoor explores the determinants of consumer intentions to purchase and switch in the mobile telecommunication industry in Australia.

We are in the process of calling for special topics and will highlight this in our website. 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.

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