

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 indexation. Aside from that, it has also been conducting the annual 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 and pertinent issues on Asia. The article by Thaichon, Lobo and Mitsis looks at telecommunication industry by exploring the switching intention and perceptions of different ISP customers in Thailand. The study identified three major distinctive groups of ISP customers based on their internet usage which were classified as light, medium and heavy users and explored the differences among the three group users in terms of age, employment status, gender and area of employment. The second article is by Arora, Bagucandani and Liu. The article investigates the relationship between firm value and capital structure, and its determinants in Singapore's manufacturing sector from 2002-2011. The paper also explores whether these determinants remain the same across different industry segments.

Dwesar and Kesharwani attempt to segment consumers on the basis of their decision making styles. Then based on consumer style inventory (CSI), nine unique consumer shopping orientations were identified in India. Meanwhile, the article by Kataria, Mukherjee, Biswas and Garg explores the factors that influence and the barriers that hinder consumers' sustainable consumption behavior using consumer value approach. The last paper by Taghipoorreynah and De Run investigates determinants of attitude toward online advertising among Malays in Malaysia.

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 findings from our authors 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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