

Editorial



Introduction

Welcome to Volume 3 Issue 2 of the South Asian Journal of Business Insight (SAJBI), the official journal of the Faculty of Management and Finance, University of Ruhuna, Sri Lanka. I am delighted to present this latest issue, marking another significant milestone in our ongoing academic journey of exploration and discovery of new knowledge. SAJBI provides a platform for academics and industry practitioners to share their knowledge effectively. In this issue, esteemed scholars have contributed a diverse array of articles, each offering unique insights, innovative methodologies, and thought-provoking analyses. The journal maintains high standards through meticulous peer-review procedures, ensuring excellence in the featured research papers. A distinguished panel of academics with substantial expertise in their respective fields undertook the responsibility of reviewing each submission. This issue of SAJBI presents five articles covering diverse fields.

Articles in this Issue

The first article titled 'crowdfunding user acceptance: a systematic literature review' by Deepika, D.M.R., Gunawardana, K.D., and Weerakoon Banda, Y.K. provides a systematic literature review on crowdfunding toward user acceptance. Crowdfunding acceptance has been receiving scholarly attention since 2016. Crowdfunding, identified as an alternative approach to project funding, is a popular phenomenon where a broad, distributed audience contributes a small amount of money to a meaningful initiative in exchange for material, monetary, or social benefits, typically through an internet platform (Alegre & Moleskis, 2016). The study has reviewed current empirical knowledge on crowdfunding user acceptance from 2015-2023 in the Scopus and Web of Science databases. The Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) article selection flowchart stages have been utilized to implement the article selection criteria. The findings of the study reveal that research on crowdfunding user acceptance can be mainly categorized into the themes of 'crowdfunding user acceptance through technology acceptance,' 'behavioral aspects of crowdfunding users,' and 'external factors influencing user acceptance.' Each of these clusters indicates different approaches to studying crowdfunding user acceptance.

The second article by Silva, M.W.S.S., Perera, H.S.C., & Kumara, P.A.P.S. explores theoretical gap in the existing literature by examining the influence of perceived risk on the behavioral intention to use digital financial services. In the contemporary business context, the behavioral intention to use digital financial services plays a crucial part in the financial system. The rapid evolution of digital financial services has transformed the landscape of financial transactions (Museba et al., 2021). The review has been conducted based on the

chronological order in which theories and models of technology acceptance and behavioral intention were developed. The study reviews the literature on the effect of perceived risk on behavioural intention related to synthesizing technology acceptance theories and models and the applicability of those with perceived risk in digital financial services.

The third article, titled 'mediating relationships of market orientation and user-generated content between social media features and knowledge sharing' by Seneviratne, P., & Kuruppuge, R.H., examines the mediating role of market orientation and user-generated content in the relationship between user-friendliness, security, and communication features of social media platforms and knowledge sharing. The study aims to provide insights for online businesses in Sri Lanka on how to customize their strategies through knowledge sharing. Based on the study's results, it is evident that market orientation does not significantly mediate the relationship between user-friendly features and knowledge sharing. However, user-generated content acts as a mediator between all social media features and knowledge sharing, with the communication feature exhibiting the highest mediating effect. The findings suggest that online businesses should encourage customer reviews to enhance business operations through knowledge sharing. Additionally, improving the user-friendliness of social media platforms can expedite knowledge sharing. Strengthening screening mechanisms for social media business operations is also recommended to prevent unauthorized access and safeguard sensitive data.

The fourth article by Goonawardhana, V.U.W., & Dissanayake, D.M.U.H. examines the effect of financial development on economic growth; incorporation with impact of the covid-19 pandemic: evidence from Asian frontier financial markets. The study has been conducted to investigate the relationship between financial development and economic growth in Asian frontier financial markets, namely Sri Lanka, Bangladesh, Pakistan, and Vietnam, spanning from 1992 to 2021. Employing a quantitative approach with deductive reasoning, the study utilized panel regression as the primary statistical analysis model. The findings reveal a significant impact of financial development on economic growth in these markets, with a combination of positive and negative effects across individual independent variables culminating in an overall positive impact. Additionally, the study has conducted an analysis to assess the impact of the COVID-19 pandemic on economic growth in the selected markets, identifying a significant negative impact. The study's significance lies in its comprehensive analysis spanning over three decades and its simultaneous examination of the impact of the COVID-19 pandemic on economic growth.

The fifth article by Rathnayake, T.H., & Lakchan U.G.C. examines the influence of e-word of mouth marketing on the students' intention towards selection of management degree programmes. With changing customer behaviors, online forums have become a significant source of information for customers (Doerr et al., 2011). According to Yang & Mutum (2015), eWOM online forums are the preferred information source for university students, showcasing the commitment of individuals towards these forums. Electronic word of mouth (eWOM) refers to the continuous and interactive exchange of information among potential, current, or past consumers about a product, service, brand, or company. This information exchange occurs through the Internet and is accessible to a wide range of individuals and institutions (Ismagilova, et al., 2020). The results of this study reveal that e-word of mouth (eWOM) quality, quantity, and credibility significantly and positively influence students'

intentions to select management degree programmes. Particularly, eWOM credibility demonstrates the most substantial impact on students' intentions. These results underscore the significance of evaluating the quality, quantity, and credibility of eWOM in understanding its effect on students' decision-making process for degree selection.

Concluding Remarks

I would like to extend my heartfelt gratitude to the authors for their dedication and scholarly rigor in producing these outstanding contributions. Their commitment to excellence enriches the scholarly discourse and inspires future research endeavors. Moreover, I extend my deepest appreciation to the peer reviewers whose invaluable feedback and expertise ensure the quality and rigor of the articles published in this issue of SAJBI. Their conscientious efforts uphold the standards of academic excellence that we strive to maintain. Finally, I sincerely appreciate the commitment and cooperation extended by the editorial members and assistants, whose dedication is truly valued. I firmly believe that this issue will significantly contribute to advancing business knowledge, encompassing both scholarly and practical insights.

References

- Alegre, I., & Moleskis, M. (2016). Crowdfunding: A review and research agenda. Working Paper, IESE Business School-University of Navarra. <http://dx.doi.org/10.2139/ssrn.2900921>
- Doerr, B., Fouz, M., & Friedrich, T. (2011, June). Social networks spread rumors in sublogarithmic time. In *Proceedings of the forty-third annual ACM symposium on Theory of computing* (pp. 21-30). <https://doi.org/10.1145/1993636.1993640>
- Ismagilova, E., Slade, E. L., Rana, N. P., & Dwivedi, Y. K. (2020). The effect of electronic word of mouth communications on intention to buy: A meta-analysis. *Information Systems Frontiers*, 22, 1203-1226.
- Museba, T. J., Ranganai, E., & Gianfrate, G. (2021). Customer perception of adoption and use of digital financial services and mobile money services in Uganda. *Journal of Enterprising Communities: People and Places in the Global Economy*, 15(2), 177-203. <https://doi.org/10.1108/JEC-07-2020-0127>
- Yang, H. P., & Mutum, D. S. (2015). Electronic word-of-mouth for university selection: Implications for academic leaders and recruitment managers. *Journal of General Management*, 40(4), 23-44. <https://doi.org/10.1177/030630701504000403>

Prof. A.C. Karunaratne

Editor-in-Chief

South Asian Journal of Business Insights