

# Editorial



## Introduction

Welcome to Volume 4, Issue 1 of the South Asian Journal of Business Insight (SAJBI), the official journal of the Faculty of Management and Finance, University of Ruhuna, Sri Lanka. It is with great pleasure that I present this latest issue, marking yet another significant milestone in our academic journey towards the exploration and discovery of new knowledge. SAJBI serves as a vital platform for both academics and industry practitioners to effectively share their insights. The journal upholds its rigorous standards through a meticulous peer-review process, ensuring the highest quality of the research presented. A distinguished panel of academics, each with considerable expertise in their respective fields, has undertaken the task of reviewing the submissions. In this issue, we are proud to present five articles spanning various disciplines.

## Articles in this Issue

The first article, titled ‘Nonparametric Approach to Detecting Seasonality in Time Series: Application of the Kruskal-Wallis (KW) Test on Tourist Arrivals to Sri Lanka’ by Lelwala, E.I., Seamasinghe, W.M., and Gunarathna, K.M.L.M., applies the nonparametric Kruskal-Wallis (KW) test to determine the presence of seasonality in the time series data of tourist arrivals in Sri Lanka. This study provides a thorough demonstration of the correct application of the Kruskal-Wallis test to detect seasonality in a time series, with a particular focus on tourist arrivals data. The test procedure is clearly outlined, and the empirical analysis is based on quarterly tourist arrivals from all countries to Sri Lanka. The findings indicate that inbound tourist arrivals are nonstationary in their level form. The detrended values of tourist arrivals have also been tested for unit roots, showing that the detrended time series is stationary and satisfies the assumptions of the Kruskal-Wallis test. This empirical study provides evidence for using the Kruskal-Wallis test to detect seasonality in a time series of detrended data.

The second article by Aloy Niresh investigated the relationship between the disclosure of carbon emissions and the market performance of publicly listed companies in Sri Lanka. The study is based on analyzing companies that reported their emission data on the Carbon Disclosure Project (CDP) from 2018 to 2022. The analysis utilizes dynamic panel data estimation with a two-step GMM regression to address potential endogeneity. The study indicates that higher levels of Carbon Emission Disclosure (CED) result in increased Tobin's Q, supporting previous research and promoting wider acceptance and understanding of CED and its impact on market performance.

The third article titled ‘Store Atmospheric towards Patronage Intentions of Supermarket Patrons in Sri Lanka’ by Perera H.S.C., Gunawardana T.S.L.W., and Chandra W.G.G.A. investigates the impact of store atmospheric on the patronage intentions of supermarket

patrons in Sri Lanka. The results indicate that all store atmospheric variables have a positive impact on the patronage intentions of supermarket patrons in Sri Lanka. Moreover, it has been reported that the human atmospheric variable (i.e., Supermarket employees) as the most significant atmospheric variable, while the point of purchase and the exterior atmospheric variable are the less significant variables towards patronage intentions. Accordingly, the study unveils that supermarket employees are the most influential variable for generating patronized supermarket customers.

The fourth article by Perera A.K.D.N. and Nishadi G.P.K., titled Personal and In-store Factors on Impulse Buying Behavior: Moderating Role of Generation, aims to examine the factors influencing impulse buying behavior in the Sri Lankan retail sector, with a particular focus on personal factors, in-store factors, and the moderating role of generation. The results indicate that individual characteristics significantly impact impulsive buying behavior. Furthermore, it reports that in-store elements like music, friendly staff, lighting, and sales promotions also significantly influence customers' impulsive purchasing decisions. Notably, generation emerged as a significant moderator in these relationships, with different generations exhibiting varying responses to personal and in-store factors, underscoring the importance of considering generational differences in marketing strategies.

The fifth article, titled The Mediating Effect of Competitive Intensity on the Relationship between Knowledge Management Orientation and Organizational Performance by Jayampathi E.K., examines the impact of Knowledge Management Orientation (KMO) on Organizational Performance (OP), with a focus on the mediating role of competitive intensity. The findings indicate a positive and significant effect of KMO on OP. However, the study reveals that competitive intensity does not mediate the relationship between KMO and OP. It concludes that organizations can achieve growth and success despite intense competition in the marketplace by effectively implementing knowledge management practices.

### **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 academic discourse and inspires future research endeavors. I also express my deepest appreciation to the peer reviewers, whose invaluable feedback and expertise have ensured the quality and rigor of the articles published in this issue of SAJBI. Their conscientious efforts uphold the high standards of academic excellence that we strive to maintain. Furthermore, I am sincerely grateful for the commitment and cooperation extended by the editorial members and editorial assistants, whose dedication is truly valued. I am confident that this issue will significantly advance business knowledge by providing both scholarly and practical insights.

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Editor-in-Chief  
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