

Editorial

Known as the next-generation e-commerce, m-commerce (mobile commerce) which enables buying and selling of goods and services through wireless hand-held devices such as cellular telephone and laptop, has made great strides in Europe, the US and Asia. Despite its fast growth, there are a number of factors hindering its adoption. Shahir Bhatt and Amola Bhatt analyses those factors in the context of India and examines the relationship between them and the demographics.

The relationship between capital formation and gross domestic product has been well established both theoretically and empirically. However, there has been limited research on this relationship in the case of India. B. Venkatraja fills this gap by examining both the short-run and long-run linkages between capital formation and economic growth in India during the period 1970-2013 by using the cointegration econometric tool and vector error-correction model. The study also explores the linear interdependencies between capital formation and economic growth.

The assumption of rationality of investors as posited in traditional finance theories has been questioned. One behavioural trait exhibited by an investor who is not rational is overconfidence. Minimol M. C. enquires into the existence overconfidence among Indian capital-market investors and the impact of that on their trading strategies.

A number of studies have shown that service-quality attributes directly influence customer satisfaction. Similarly, studies have revealed the positive connection between customer satisfaction and customer loyalty. However, studies have not been able to establish a direct link between service quality and customer loyalty. Sameer Sharma, Divya Mittal and Ratan Agarwal review the vast literature in this area to conclude that service quality indirectly influences customer loyalty through customer satisfaction.

This issue also contains a review by Bejoy John Thomas of the book entitled, "The Big Data-Driven Business: How to Use Big Data to Win Customers, Beat Competitors and Boost Profits" by Russel Glass and Sean Callahan, published in 2015.

I would be happy to receive your comments, suggestions and feedback.

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