The 6th year of FIIB Business Review (FBR) has been an exciting one. The journal has registered its presence in some of the most renowned indexes such as EBSCO Host and ProQuest (ABI Inform). FBR is also now listed in UGC approved journal list. As has been the tradition FBR has tried to bring to its readers the latest in the world of management research. Keeping in mind the current scenario of intense globalization, many of the pieces have exclusively been on international business. In the last issue of the year too, the journal hopes to bring together key studies in this area. As always, this issue of FBR brings together researches, perspectives, reviews and cases touching upon diverse themes including international business, e-commerce, finance, HR, CRM, etc.

The first contribution under the Perspective Section titled ‘Thailand-Plus-One Strategy: Practices of Japanese Firms in the Greater Mekong Subregion’ examines cross-border production fragmentation of Japanese firms and their practices of the Thailand-Plus-One strategy, a strategy wherein Japanese firms in Thailand move their labour intensive parts of their production process to neighbouring countries which have low labour costs, in the Greater Mekong Subregion. Non-Performing Assets (NPA) have posed a major challenge to the banking sector in the recent times. Next offering in this section ‘Managing NPAs of Indian Banks: Recent Developments’ is an attempt to look at the various ways in which the government of India has tried to counter the mounting NPAs through its various schemes, and the effectiveness of these schemes.

Case section brings into focus the export of India handicrafts through the offering titled ‘Promoting Export of Crochet Laces from India: Role of Export Promotion Council of Handicrafts’. This case study is an attempt to analyze the initiatives taken by the Export Promotion Council for Handicrafts (EPCH) to promote crochet work in Narsapur, Andhra Pradesh and how artisans in the region have benefited from various government schemes and interventions.

Labour issue presents a complex challenge in India today. An authority on labour studies in India, Prof. Praveen Jha’s book, ‘Labour in Contemporary India’ is covered in the book review section. The book looks at how the labour issue evolved since independence, especially in the post-liberalization phase. The book is an enriching piece on labour economics not just for students of economics but for policymakers as well. Conference review presents review of ‘3rd International Management Conference on “Inclusive Growth, Good Governance, Globalization and Green Future”’ held at Fortune Institute of International Business, New Delhi on 19-20th December 2017. Well attended by national and international delegates, the conference aimed to bring together the 4Gs of development i.e inclusive growth, good governance, globalization and green future.

Research section is a mixed blend of articles covering HR, CRM and e-commerce. The first offering in this section ‘Sales Professional’s Commitment to Smile: Is Social Support a Moderator between Emotional Labour and its Consequences on Well-being?’ evaluates how the performance of emotional labour strategies during service encounter has a consequential effect on the sales professionals. Further, the study investigates the moderating role of social support in the relationship between emotional labour performed by the sales professionals and its consequences on their well-being in the context of organized retail service. The next offering in this section ‘Measuring Organizational Capital in CRM context: An EFA Approach’ attempts to develop a scale for Organizational Capital and test its factorial validity through Exploratory Factor Analysis. It extends the conceptual underpinnings of Organizational Capital to the Indian context and provides insights into the three factors which organizations need to focus in order to engage their employees in successful CRM implementation i.e Top Management Support, Employee Training, Organizational Incentive and Reward System, and Customer Relationship Orientation. Finally the last offering in this section ‘Web Shopping Adoption by Female Web Browsers for Apparel Shopping in India’ explores the effect of browsing on web shopping adoption by female web browsers in online shopping especially apparels.

We would like to extend our heartfelt gratitude to the people who have been a strong pillar of support and strength. To begin with: Ms. Radhika Shrivastava, Executive Director-FIIB and Dr. A.K. Sinha, Director- FIIB. We would also like to thank our authors, reviewers for their contribution and never the less, our readers for keeping us inspired and encouraged.

We present this issue of FBR to our readers. We welcome your feedback and suggestion.

Editor