



Editorial

The current issue of *Ushus Journal of Business Management*, October - December 2018 focusses on Emerging Trends and Issues in Retailing and Social Media Marketing. The world of electronic marketing is continuously evolving. Theories and practices must adapt to this changing and dynamic environment facilitated by technology. The impact on advertising, branding, and supply chain provides a deeper understanding of these emerging areas. The research articles of this issue specifically address these areas and their impact on retailing practices.

The article, *Impact of Social Media on Customer Service in Indian E-Retailing Industry* tries to establish a relationship between antecedents and consequences of variables of customer service. Interestingly, the researchers conclude that while antecedent variables of customer service like personal greeting, idea generation, loyalty benefits, and feedback mechanism have a positive impact, these antecedents failed to create an impression on the consequence variables like loyalty development, time-saving, and knowledge creation. Indian E-tail industry is evolving whereby companies look for better ways to provide service to customers through the digital platform. This research is an effort to contribute to the academic literature on the impact of social media marketing on customer service.

In the next article titled *Impact of Advertising on Branding in Small Towns and Villages of India*, the researchers present a study on rural marketing processes which highlight the disparity in advertising practices in the hinterland. The impact of advertising on personal care products is studied. The authors conclude that the companies need to change the advertising and branding practices to suit the customers in the small town and villages.

The research paper on *Factors Influencing Consumer's Purchase Intention on Social Networking Sites* identifies the various factors affecting consumer behaviour on social media. It further studies the services offered by social media and factors influencing the purchase of a product from the social networking sites. The study reveals that factors such as price, services offered, advertising

attitude, and shopping attitude have significance in the process. However, key findings support the fact that the purchase made by customers through social networking sites is better when customers trust the brand and receive good service offered to them.

The case study titled *Supply Chain Management for Brand Damas Explored the Management of Supply for Precious Metal like Diamond in a Retail Setting* studies the brand Solitaire in the United Arab Emirates. The study examines the connection between the supplier and the consumer during demand generation and the procurement process. It concludes by asserting that the company has functional expertise at every level in retail selling but needs to improve the value chain management, particularly the sourcing process to ensure efficient delivery.

We would like to extend our thanks to all the authors and reviewers who have contributed to this issue. We hope that this issue provides interesting insights into emerging trends and issues in the retail industry, especially the impact of social media marketing.

Saba Fatma
Issue Editor