



Editorial

The current issue of *Ushus – Journal of Business Management* focusses on ‘Innovative and Sustainable Business Practices’. The business processes have undergone remarkable changes due to technological advancement, global networking, use of eco-friendly practices and so forth. This issue consists of articles that range from concerns with the impact of investment on resources of an organisation to challenges that entrepreneurs face.

The first article, *Impediments to Corporate Entrepreneurship: Evidence From Employees of Emerging Organizations in Construction and Manufacturing Industries in Gwanda Town, Zimbabwe* by Tafara Herbert Tavengahama, Nhamo Mashavira, Takupiwa Nyanga and Chakanaka Ernest Muchadenyika focusses on challenges witnessed by entrepreneurs in developing economies. This qualitative study highlights that changing corporate culture, lack of resources, lack of skilled employees, poor regulatory and legislation policy are some important impediments to corporate entrepreneurship. The study recommends the involvement of the government to regulate corporate policies. The article asserts that business corporations should identify and reward creative employees and provide the resources required to perform the task effectively.

The second research article, *Alternative Dispute Resolution in SMEs in the Construction Industry in Masvingo Urban, Zimbabwe* by Takupiwa Nyanga explores the Alternative Dispute Resolution (ADR) methods used by SMEs and their influence on the performance of SMEs in the construction industry in Zimbabwe. The research has adopted a qualitative approach where data is collected from 61 respondents through semi-structured interviews. The study reports that collective bargaining and negotiation are the main ADR methods used in the SMEs in the workplace and in NEC and ministry of labour, conciliation and arbitration are used extensively. They argue further that SMEs do not have structured ADR in place which is crucial to enhance employee productivity, motivation and performance in the construction industry.

The next research article, *The Impact of IT Investment on Firm Performance in Bangladesh: A Resource-based Perspective* by

Mohammad Mizanur Rahman and Jannatul Ferdaous analyses the audited report of 49 listed manufacturing firms in DSE, Bangladesh for a period from 2007-2017. The research uses a panel data estimation technique for unbalanced panel data to analyse the impact of IT investment on firms. The study reveals that though there is a positive influence of IT assets on firm performance, there is an inverse relationship of IT assets on the firm's performance.

The fourth article, *Components of Total Factor Productivity Growth of the 2-Digit Manufacturing Industries in Karnataka: A Stochastic Frontier Approach* is authored by Prasanta Kumar Roy, Sebak Kumar Jana and Devkumar Nayek. The study throws light on total factor productivity growth (TFPG) of the 2-digit manufacturing industries in Karnataka for the periods between 1981-82 to 2010-11. The Total Factor Productivity Growth has four components, i.e., technological progress, technical efficiency change, economic scale effect and allocation efficiency effect. The key findings of the study are that during the post-reform period i.e. 1991-92 to 2010-11, technological progress has been the main driving force of productivity growth. Furthermore, they claim that the decline in productivity growth of the organised manufacturing industries in Karnataka is mainly due to a decrease in total productivity.

The fifth article titled, *Customer Profiling of Alpha: The Next Generation Marketing* by Mary Rani Thomas, Madiya and Shivani M P aims at providing an insight on how marketers can focus to promote their products or services. The review study explored existing literature to identify the key characteristics and buying pattern of the Alpha generation. The research suggests that marketers should use technology extensively in the new product development and promotion of marketing strategies.

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Sharon Valarmathi
Issue Editor