

Editorial

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The editorial board of Journal of Management Science (JMS) has recommended to limit the scope of the Journal. Currently the scope of the journal is covering almost all areas of Business and Economics (management, marketing, human resource, economics, financial economics, banking, finance, operations management, supply chain, etc.). However, from volume 5 issue 1, JMS will only publish research articles falling in the new scope of the journal which includes all aspects of management related to strategy, entrepreneurship, innovation, information technology, and supply chain as well as all functional areas of business, such as marketing, and operations.

The current issue (volume 4, issue 2) is the last issue which is publishing articles falling in the earlier scope of the journal. For volume 5 issue 1, Journal of Management Sciences encourages researchers to contribute articles where issues related to the new scope are researched and discussed.

The second issue of volume 4 of the Journal of Management Sciences presents two articles in the area of human resource management. In the first article, Zafar, Farooq and Quddos tried to establish and test the relationship between protean career orientation and perceived employability. Their Statistical model supported the significant relationship between protean career orientation and employability. Paper 3 in the list authored by Ali and Brandl, presented literature review of HRM research in Pakistan and sufficiently covered almost all important research studies conducted within its domain.

In article two, Tehseen, Ramayah and Sajilan highlighted various procedural and statistical remedies to assess and control common method variance in a study and suggested using both procedural and statistical remedies to test and control for the common method variance in a research study.

Two empirical studies in the area of marketing included article 4 authored by Haq with his coauthor Ghouri. They researched mobile advertising momentum and empirically examined the determinants that impact consumers' attitude. The findings revealed that timeliness and personalization directly and indirectly impact consumers' attitude. Paper 5, authored by Butt, studied the impact of attitude towards television on consumers' environmental concern and perceived consumer effectiveness. The author noted that electronic media enhance the consumers' environmental concerns, perceived consumer effectiveness, and consumers' attitude towards green products and green purchase intention.

The last three articles were from the domain of finance. In article 6, Chong, Cao and Wong developed a new market sentiment index for the Hong Kong stock market and

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used it to predict HSI, whereas in article 7, Bhutta and Suleman studied the effect of group affiliation on capital structure decisions of Pakistani firms. Finally, in article 7, Arif et al. explored the benefits of international diversification between BRICS countries and Pakistan. The findings of this research will support investors in constructing their portfolios by merging the funds of the BRICS and Pakistani economies.