

EDITORIAL

This issue of the International Journal of Economic Behavior comprehend several topics that provide a special stimulus for future research on economic behavior and management.

The International Journal of Economic Behavior is multidisciplinary in nature and the papers collected in this issue comprehend nine contributes, among which six have been selected from the 8th EuroMed Academy of Business Conference, held in Verona, Italy on September 16-18, 2015. Three more papers followed a submission to the journal and a double blind review.

The first paper by Dimitrios A. Chatzoudes and Prodromos D. Chatzoglou proceeds in developing and testing an original conceptual framework, which explores the impact of CSR practices on various measures of consumer behaviour. The proposed conceptual framework was tested on a sample of 473 Greek consumers. Results underline the significance of CSR practices in an economy under crisis, the effect of gender, and the shift from the classic paradigm of CSR.

The second paper authored by Ulun Akturan explores the consumer-brand love relationship via discourse analysis of 750 entries of consumer statements about their beloved brands. Results propose differences between brand love and interpersonal love, highlighting brand related factors as well as consumer related factors that affect the development of love relationship with brands.

The main objective of the third paper by Maryem Cherni, Hanitra Randrianasolo-Rakotobe and Nalini Rakotonandraina is to propose and test an analytical model of the relevant factors which can help to better understand the adoption of agricultural practices by farmers. Results emphasize a great importance of formal networks in knowledge transfer.

The fourth paper written by Davide Pellegrini and Francesca De Canio investigates the effects of e-WOM (Electronic-Word of Mouth) of individuals through a netnography on 20 worldwide crowd-sourcing platforms. Findings demonstrate that the new overlapping of dialogue and sale can generate a positive loop between companies and individuals responsibility and reduce the distance between market and society.

The fifth paper, written by Shahina Pervin, is focused on consumers transfer in their purchase decision of beauty products (the face concept). Using factor analysis on data collected through a structured questionnaire survey, five factors were extracted. Then, the authors compared the degree of face concept and its impact on decision making process of female consumers in the UK and Bangladesh, finding differences just for one factor labelled as 'brand link to personal satisfaction'.

The sixth paper, written by Giovanni Ossola, Guido Giovando and Chiara Crovini, aims at monitoring the role of Net loans for banks in terms of impact on total assets. At the same time it investigates the correlation between loans and their related Reserves for impaired loans. Based on data extracted from Bankscope during the period 2005 – 2013, findings emphasize a strong concern regarding the steady increase of impaired loans and consequently the increasing possibility of mergers as one solution for pursuing a more efficient risk policy.

Finally, in this issue of the journal, three regular papers have been included.

The seventh paper by Lukman Raimi, Bolaji Cole, Morufu Oladimeji Shokunbi and Moshood Adeniji Bello is based on a qualitative research method aiming at shedding light on indigenous entrepreneurs and their battle for competitive edge with the Multinational Corporations (MNCs) in Nigeria. The authors suggest that indigenous entrepreneurs lost competitive edge because of unequal balance of power with MNCs linked to lack of advanced technologies, poor managerial knowledge, low international social networks and inadequate institutional support from the government.

The eighth paper by Tonino Pencarelli and Mauro Dini is based on an empirical analysis aiming at investigating the relationships between travel agencies (TA) and tour operators (TO) in the Italian tourism intermediation system. Results highlight that, although the products supplied by TOs are fundamental to TA turnover, in most cases the channel relationships are of short duration and highly variable.

Finally, the paper by Maria Cecilia Coutinho de Arruda and Mirian Palmeira aims is to describe the customers and street retailers' perceptions related to Fast Fashion. The results, through qualitative and quantitative research, show that one of the major differentials of Fast Fashion (F/F) in Brazil could be credit conditions. It seems that there is a tendency that customers with some F/F knowledge and level of F/F consumption present positive perception of F/F quality, design and price. Retail companies should focus on the timing of the collections. The issue is to show how important is the Business Schools' role in a way to develop contents linked to Fashion and its different categories, such as Fast Fashion Retailing and to prepare the future professionals to deal with such different façades of Fashion.

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Demetris Vrontis, Alberto Ferraris

Guest Editors