

## **The Asia Pacific Management and Business Application: Looking Deeper Toward Management Research and Business Practices in the Growing Economics Regions**

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Asia Pacific Management and Business Application (APMBA) is established specifically to encourage management researches, business practices and knowledge dissemination in Asia Pacific region and continent. With the fast and growing economic developments in this region, APMBA carries a mission to encourage scholars and practitioners around the globe to contextualize management research and business insight with Asia Pacific relevance to actively contribute in global academy and business practitioners. Established in Indonesia, this journal has editorial members who are well-known in their area. They believe the journal can disseminate the knowledge widely and deeper around the world.

APMBA is sponsored mainly by University of Brawijaya, Indonesia. The appointed chief editor who is myself, was a New Zealand educated with international experiences both in academic and practical world. Having served as a reviewer in a series of Academy of Management Conferences (AOM), both Asia and Australia, New Zealand Academy of Management (ANZAM) conferences and special issued journals, such as Emerald, Elsevier and other developed journals from

third world, I am confident to start this new tenure as the chief editor of APMBA. Having looked at the fast changing management research in the Asia Pacific region, I believe many scholars around the world will place a great attention in the forming of this journal.

Undoubtedly, forming and running a new journal for the first time in a developing country, Indonesia, give a huge challenge for the editorial team. Therefore I, as the chief editor, was lucky enough to have a chat with reputable scholars from Asia Pacific and get supported to establish this journal. Professor Robert Jones whom I met for the first time eleven years ago in Australia, is an expert in international HRM. New Zealander experienced organizational learning and cross-cultural leadership expert, Phil Ramsey. James C. Ryan is capable in HRM dissemination and organizational behavior knowledge. From the high technology country, Japan, Professor Fumio Itoh is also the president of ABBEST 21, a well-known international accredited university association. He gives a hope APBM can better serve the Asia Pacific knowledge exchange in this region. From Indonesia, Professor Eka Afnan Troena, well

prominent experts within Indonesian management scholars in their general management knowledge, could encourage Indonesian scholars to actively write articles suitable with the journal's aim and scope.

In this year the volume of APMBA will focus on the issues of "managing business and cultural differences effectively in Asia Pacific regions. I believe that APMBA should host a conference soon. Ideally, a conference is a great place to provide a platform for people to interact and exchanges ideas. The inaugural conference is planned to be held by APMBA and sponsored by Brawijaya University in Malang, Indonesia in the early May 2013. Later, call of papers on details of the conference will be launched in the due course. I'm planning to invite Professor Robert Jones, Phil Ramsey and James C. Ryan to deliver the keynote speeches. In Eastern Indonesia, there is a lack of initiatives to hold a doctoral colloquium when recently the number of Doctoral students enrolled at Indonesian university seems to increase. Two-day doctoral colloquium will be following the conference. The attendees are expected not only from Indonesian doctoral students, but also from Southeast Asia universities which are also encouraged to attend as well.

To conclude this editorial note, allow me to elaborate further why forming APMBA is significant. For me, the forming of APMBA is a response to the new institutional environment. With the domination of Western scholars, they believe that what has been discovered in their part of the world could be applied effectively in their context, meaning that it is not necessarily applicable in Asia Pacific region. This is APMBA's mission to carry an original research from this region and to benefit this region as well, or it may assist in some ways to Western scholars in managing business practices with the Asian influences. In academic context, the

facts that many business schools have emerged in Asia Pacific region give a higher demand for APMBA to disseminate their research, not to just focus on the high "status" journal which is dominantly owned by mature economy, such as the US and Europe. This simply happens because in the age of globalization where Generation Y lives, everything is possible now. The changing of information technology during the late ten years has given a lot of opportunities for Asia Pacific academia to share the new knowledge globally.

In answering this, I, as a chief editor of APMBA, welcome scholars and business practitioners in the Asia Pacific regions or global scholars who are interested in this region to share their research findings, insight and perspectives. I, on behalf of the editorial team of APMBA, hope that there will be more and more researches carried out and shared in our journal for the benefit of knowledge dissemination.

### Notes on contributors

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