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APUGSM Conferences
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Foreword

Our Maiden Issue

We proudly release the maiden issue of *Asia Pacific Business & Economics Perspectives*, the journal of APUGSM Conferences and the Asia Pacific Business & Economics Research Society (APBERS). Over the past three years, APUGSM Conferences has invited young scholars to present their research on advancements in graduate business research. We have forged research partnerships and academic networks in pursuit of emerging themes important in the region.

Perspectives highlights the contribution of these scholars to business research literature after undergoing a double blind review peer review process. The authors and papers were chosen to comprise a mix of current research in Asia and the Pacific. Likewise, our peer reviewers and editorial consultants come from all over the world to validate and appreciate these research themes.

Perspectives publishes theoretical reviews, empirical studies, economic policy research, business case studies, and advanced research methodologies. In this maiden issue we present these variety to set our future research themes.

We envision *Perspectives* to be a bi-annual academic journal contributed in by young scholars, Ph.D. candidates, research faculty and their students. Our call for papers submission is on-going while our winter and summer conferences are held every year. Our turn around time is approximately one year to cover the peer review and the revisions and compliance processes. Thematic special issues may be release according to the composition of a significant research conference panel.

Perspectives is available via open access on APBERS webpage. Ultimately with consistent timely releases of our issues, we envisage inclusion and qualification for academic listings and indexing portals.

For publication opportunities, research collaboration, and other inquiries, send us your inquiry at perspectives@apbers.org.

Michael Angelo A. Cortez
Editor-in-Chief, Perspectives
President, APBERS

Editor's Note

Business organizations' overarching goal can be condensed as: to effectively and efficiently manage organizational affairs through conceptualizing valuable organizational plans, tactical plans, organizing resources, managing human resources, controlling operations, and realizing its prescribed mission. All of which are geared towards the fundamental goal of any organization – to maximize shareholder's wealth. In a globalized business environment, the volatile state of economic health, stringent regulatory frameworks, the duties and responsibilities of business leaders have become more complex. With globalization, business organizations have been vulnerable to contagion effects as evidenced by the uneven volume of profits, investments, and capitalization brought about by the economic slowdown due to the recent global financial crisis. These circumstances created the need for experts to manage operations and conduct further research to mitigate the risks that is inherent in international commerce.

Perspectives highlights the value-added of these studies to the growing business research literature. A number of articles focused on the trend and behavior of macroeconomic agents in the advent of globalization. The study of **Cynthia P. Cudia** and **John David C. Castillo** (*Response of the Philippines' Gross Domestic Product to the Global Financial Crisis*) analyzed the response of the Philippine economy to the economic stimulus associated with the recent global financial crisis. They were able to develop policy implications in ensuring the stability of the Philippine economy by diversifying its exports, supporting its agricultural sector, attracting investments, and supporting SMEs amidst the threats of external shocks. Meanwhile, the study of **John Paolo R. Rivera** (*The regional movement of human resources in East Asia: A facilitating factor of economic integration*) looked into how labor movement in the Philippines has been facilitated by labor agreements with receiving economies. The study found that labor agreements and the existing institutional supports provide technical assistance and mutual recognition that facilitated the temporary migration flows between places where there are labor surplus to destinations where there are shortages.

Perspectives also put emphasis on environmental and economic management in the Asia Pacific, the initial theme of APUGSM Conferences. The study of **Behrooz Asgari** and **Harinatha R. Beeram** (*The evolution of renewable energy technologies in India*) looked into the immense potential to energize rural and remote settlements via renewable energy technologies (RETs). Their study modeled the future growth pattern of RETs in India by employing the logistic and the Gompertz functions. Meanwhile, the study of **Maria Claret M. Ruane** and **Fred R. Schumann** (*Downtown Hagåtña revitalization: Survey results and relevant economic development strategies*) documented insights from Guam's island community gained from recent surveys and use these insights and survey results to guide future strategies and efforts toward revitalizing downtown Hagåtña for the use of urban planners and policymakers.

Perspectives also highlights, in this issue, advancement in product development and customer attributes. The study of **Pajaree Ackaradejruangsri**

(The attributes of Thai product quality, measurement, and validity) applied content analysis and statistics test by converting 86 of those three product categories reviewed from Thailand's well-known public brands into a 5-point scale on overall product quality and 11-point scale on the proposed product attributes. These attributes are "Function", "Ease of Use", "Reliability", "Durability", "Design", "Eco-Friendliness", "Customer Satisfaction", "Support Service", "Value for Money", and "Adaptability". The results show high correlations and significant effects of attributes on overall Thai product quality, especially on automobile and electronics/IT products. Moreover, these proposed attributes also test the validity measurements of similar types of products. On the other hand, the study of **Junichi Kato, Tetsuro Hyodo, Mamoru Imanishi, and Saburo Saito** (*Exploring customer needs of Huis Ten Bosch per customer attribute: Market segmentation and targeting by using blog text mining and conjoint analysis*) determined customer needs per customer attribute through executing market segmentation and targeting by taking HTB (Huis Ten Bosch) as example. Results from the conjoint analysis and RFM analysis recommended that managers could focus only on important customers and attract them. They can execute targeting for important customers on the basis of blog text mining, conjoint analysis, and RFM analysis.

From the manuscripts included, it is evident that there is an increased diversity of issues that has brought a wide array of differing values, perspectives, and expectations among business leaders – who want to remain competitive in the face of increasingly tough global competition. It is also apparent that much of the developing economies in the Asia Pacific region have joined the global marketplace that create a broader arena for product development, technological development, and business competition.

The authors of the articles in this maiden issue of *Perspectives* laid emphasis on particular developments in the field of business and economics and how economic agents can adapt to these changes for sustainability vis-à-vis the huge role of the international sector and the inevitable consequences of globalization.

John Paolo R. Rivera
Managing Editor, *Perspectives*

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