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**Book Review
Lead ! Finding Your Leadership Identity
Lead ! Developing Your Leadership Style**

Biswajeet Pattanayak



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From the Desk of the Editor-in-Chief

Exploring Intersections: Culture, Innovation, and Consumer Behaviour in the Modern World

We are pleased to present this issue of the ASBM Journal of Management, which brings together a compelling set of papers that explore the intersections of culture, creativity, technology, and commerce across diverse contexts. From performance arts to retail spaces and from African universities to Indonesian fashion e-commerce, the articles in this edition reflect the richness and complexity of managing ideas, people, and systems in an interconnected world.

Abhilash Pillai's paper, *My Circus, My Monkeys: Cultural Appropriation vs Cultural Collaboration*, opens the issue with a thought-provoking reflection on the ethics of cultural exchange in contemporary performance. Drawing from personal narratives and critical theory, the paper challenges us to rethink how traditional and marginalised forms—such as circus and indigenous theatre—can be preserved, respected, and integrated into modern digital landscapes. It offers a powerful reminder that collaboration, when done ethically, can transcend appropriation and lead to more inclusive forms of creative expression.

The interplay between traditional art forms and modern media continues in Mrinal Chatterjee's *Words and Frames: The Symbiosis of Cinema and Literature*. This article examines how cinema and literature have not only influenced each other but have evolved symbiotically to offer audiences richer, multi-dimensional storytelling. In an age of content convergence, this dialogue between the visual and the literary is more relevant than ever, especially in understanding how narratives are adapted, translated, and experienced across mediums.

From the creative to the organisational, Isaac Dadzie's paper, *Harnessing Social Capital for Sustainable Digital Innovation*, shifts our focus to the role of culture and trust in institutional transformation. Through a nuanced study of Ghanaian public universities, the research demonstrates how hierarchical and communal values shape digital adoption. It also highlights the importance of informal networks, trust, and consistent resource allocation in driving sustainable innovation—insights that resonate across developing and resource-constrained environments.

The issue then moves into the domain of consumer behaviour with two studies that offer practical implications for both physical and digital retail. In *Next-Generation Retail Experience, Store Design Strategies and Consumer Behaviour in Hypermarkets*, Vilas Nair and Arpita Basak investigate how experiential store design influences consumer decisions in hypermarkets. Their findings suggest that layout, visual merchandising, and store atmosphere not only affect purchase intention but also help retailers maintain relevance in a

world increasingly dominated by e-commerce.

Complementing this, the study by Eka Jiwatha Dharma and Budi Suprpto, *The Effect of Promotion and Pricing Strategy on Online Purchase Decisions*, delves into the fast-growing fashion e-commerce sector in Indonesia. By analysing how promotions and pricing strategies interact to influence buying behaviour, the authors provide actionable insights for local brands seeking to strengthen their digital presence and consumer engagement.

Together, these five articles offer a panoramic view of how culture—whether in the form of art, organisational values, or consumer sensibilities—continues to shape, and be shaped by, innovation, media, and markets. They also serve as a testament to the importance of interdisciplinary scholarship in addressing the complex challenges and opportunities that define today's global management landscape.

We thank the contributors for their rich insights and invite our readers to engage deeply with the ideas presented here. As always, the ASBM Journal of Management remains committed to fostering critical inquiry, academic rigour, and practical relevance in the ever-evolving field of management.

Biswajeet Pattanayak

Editor-in-Chief

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My Circus, My Monkeys: Cultural Appropriation vs Cultural Collaboration*

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Abstract

The convergence of circus and theatre within the landscape of contemporary performance art presents a compelling framework for examining the tension between cultural appropriation and collaboration. This paper explores these dynamics by reflecting on personal experiences and critical theoretical frameworks, emphasising the need for ethical collaboration that recognises and explores the integrity of marginalised cultural forms. It concludes that while technology and digital arts continually reshape our perceptions, the circus can work as a bridge between the ancient and the future. It holds a unique place as a timeless yet adaptable art form and offers a new way to embody agility, grace, and lightness in a world increasingly dominated by the digital.

Keywords: Cultural appropriation, Cultural collaboration, Marginalised cultural forms, Circus, Theatre

Words and Frames: The Symbiosis of Cinema and Literature*

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Abstract

Cinema (frames) and literature (words) have shared a close relationship since the advent of the motion picture. Literature has provided the foundation for many cinematic masterpieces, while cinema has, in turn, brought literary works to life for audiences worldwide. Adapting a novel into a movie presents unique challenges; yet, when done right, these adaptations bring to life the intricate stories and complex characters that have captivated readers. They also serve as a bridge, introducing the rich world of literature to those who might not be avid readers. This blend of visual storytelling and literary depth offers audiences the best of both worlds, creating a unique and immersive experience. Both art forms have thus influenced each other in creating new narrative forms and styles.

Keywords: Cinema, Literature, Medium, Adaption, Inspiration, Influence

Harnessing Social Capital for Sustainable Digital Innovation: The Role of Cultural Influences in Ghanaian Organisations

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Abstract

This study investigates the impact of organisational culture and social capital on the adoption and sustainability of digital transformation at public universities in Ghana. Mixed methods were employed to collect data from 66 respondents, consisting of academic, administrative, and technical staff. It mainly highlights that cultural dimensions, such as hierarchical respect and communal norms, orient attitudes toward digital transformation, while social capital, manifested in trust and collaboration, softens resistance. Informal discussion is a crucial driver for awareness and acceptance. Inconsistent resource allocation and little evaluation practices are found as barriers to sustainability. The study underscores the need for culturally relevant strategies, enhanced social collaboration, and vibrant resource management to sustain digital innovation. These findings represent evidence-based recommendations for policymakers and administrators in effecting sustainable digital transformation in resource-constrained settings.

Keywords: Organisational culture, Social capital, Digital transformation, Ghanaian public universities, Sustainability

Next-Generation Retail Experience: Store Design Strategies and Consumer Behaviour in Hypermarkets

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Abstract

This study explores the influence of experiential store design on consumer purchase intentions in hypermarkets in Kochi (earlier name, Cochin), a major port city in India. In an era of growing e-commerce, physical retailers must create engaging and immersive shopping environments to remain competitive. Using a mixed-methods approach with surveys and interviews, the research examines key store design elements such as layout,

visual merchandising, product presentation, lighting, and store atmosphere. The findings reveal a strong positive relationship between store design, store atmosphere, and consumer purchase intention. Additionally, store image is significantly shaped by factors like product availability, customer service, and product assortment. The study also investigates demographic influences, identifying that income levels significantly affect spending per store visit, while gender does not impact store recommendations based on experience. This research provides practical insights for retailers to design consumer-centric hypermarkets that enhance the shopping experience, encourage purchases, and build long-term customer loyalty in the competitive retail landscape.

Keywords: Experiential Retail, Store Design, Consumer Purchase Intention, Retail Store Image.

The Effect of Promotion and Pricing Strategy on Online Purchase Decisions

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Abstract

In recent years, the local fashion products experienced a significant increase, marked by the emergence of various local brands having a place in the hearts of consumers. The development of the fashion sector is certainly supported by rapid technological advances. Digital technology, such as e-commerce, and social media, allow local brands to expand their market reach, simplify the marketing process, and increase interaction with consumers. E-commerce also becomes an alternative for many Indonesian people to search for and buy products. Factors such as promotions and prices play a significant role in consumer purchasing decisions. Promotions include several types of offers, gifts, incentives, and other marketing efforts to inform consumers about a product's features and benefits, while price includes the base price and any discounts that may be offered. These two factors interact with each other and can influence whether a consumer will decide to buy a particular product or not. The purpose of this study was to figure out the effect of promotions and pricing strategy on online purchase decisions. The results found in this study are that promotion and pricing strategy significantly influence consumer purchase decisions.

Keywords: Promotion, Pricing Strategy, Purchasing Decision

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