THE IMPORTANCE OF INTERDISCIPLINARITY

Editorial of the 2015 issue of the International Journal of Economic Behavior

Since 1970s several authors (Benton, 1976[1]; Dymsza, 1984[2]) stressed the need for adopting an interdisciplinary approach. According to Brewer (1999)[3] "*interdisciplinarity generally refers to the appropriate combination of knowledge from many different specialities - especially as a means to shed new light on an actual problem*".

Nissani (1997)[4] identified ten advantages of adopting interdisciplinarity knowledge and research, and one of the most important is that several intellectual, social, and practical problems need interdisciplinary approaches.

Finally, during the last decade, the vast majority of call for papers, textbooks and research initiatives required or offered and interdisciplinary approach (Knights and Willmott, 1997)[5].

The International Journal of Economic Behavior is multidisciplinary in nature and the papers collected in this issue contribute in enhancing the adoption of interdisciplinarity, especially providing stimuli for future research of economic behavior and management perspectives.

The first paper by Amron Mahmud explores the role of corporate performance in a developing economy (i.e. Indonesia), and particularly if SMEs' learning orientation, marketing orientation and innovation have an impact on corporate performance. Using a sample of 110 SMEs and adopting a structure equation model, the author demonstrate that there is a positive relationship between learning orientation, market orientation and corporate performance.

The second paper authored by Simplice A. Asongu presents theoretical justifications and empirical validity as to why, the conception and definition of the financial system by the informal financial sector from a macroeconomic perspective is anachronistic and antagonistic. In order to achieve this objective, the author presents recent findings on the weight of the sector. Results reveal that the informal financial sector can only be marginalized at the cost of misunderstanding current burgeoning trends in mobile phone penetration, knowledge economy and poverty.

The main objective of the third paper by Widuri Kurniasari and Yusni Warastuti is to investigate whether there is a relationship between Corporate Social Responsibility, Profitability and Firm Value. By using regression analysis, the authors find a positive relationship between profitability and firm value. Results also reveal that Corporate Social Responsibility has no effect on firm value.

---

[1] Benton, D.A. (1976), ``Management and effectiveness measures for interdisciplinary research", *SRA Journal*, Spring, pp. 37-45.

[2] Dymsza, W. A. (1984), ``Future international business research and multidiscplinary studies", *Journal of International Business Studies*, Spring/Summer, pp. 9-13.

[3] Brewer, G. D. (1999), "The challenges of interdisciplinarity and reality of interdisciplinary research", *Policy Science*, 32, pp. 327-337.

[4] Nissani, M. (1997), "Ten Cheers for Interdisciplinarity: The Case for Interdisciplinary Knowledge and Research", *The Social Science Journal*, 34, 201-216.

[5] Knights, D.,Willmott, H. (1997), "The Hype and Hope of Interdisciplinary Management Studies". *British Journal of Management*, 8, 9–22

The fourth paper written by Lukman Raimi, Adeniyi Olubunmi Fadipe and Morufu Oladimeji Shokunbi examines the possibility to make a case for responsible investment as an alternative funding mechanism for roads-bridges management in Nigeria, through the adoption of a Public-Private Partnership framework. Adopting discursive approach, the paper provides an important implication for responsible investors in Nigeria and emphasizes that the success of any tolls collection systems mainly depend on effectiveness of governance, probity and accountability.

The fifth paper, written by Wei-Bin Zhang, is focused on consumers' wealth accumulation and consumption behavior. In detail, the author build a dynamic economic model of heterogeneous households in order to explain some economic mechanisms of how the richest one per cent of the population own 50% of national wealth. Main results highlight that the main determinants of growth and inequality are endogenous wealth and human capital accumulation under perfectly competitive conditions.

Another quantitative research is undertaken by Sulaimon Olanrewaju Adebiyi, Emmanuel Olateju Oyatoye and Bilqis Bolanle Amole. This sixth paper is focused on the application of a particular process, the Analytic Hierarchy Process, for creating seven criteria for customers` churning of network and investigating the relative priorities of the criteria. Using a sample of 408 mobile phone subscribers in Lagos state, results reveal the utility of the model for marketing decisions.

The eighth paper by John R. Wingender, Vasant Raval and Samantha J. Schuett is based on an event study exploring the implementation of the Balanced Scorecard. The authors indicate and suggest how to implement balanced scorecard for aligning the business strategy with the short-term operations.

The final paper by Arthur Tarasov is an experiment for testing whether people may consider equal outcomes unfair and willing to penalize the others for distributing money equally with them. Results highlight that people's fairness conceptions diverge and decisions to distribute money equally are considered fair about as often as decisions to maximize outcome.

The managing editor wants to thank the editor-in-chief of International Journal of Economic Behavior, Fabio Musso, all the reviewers and all the authors who submitted papers to this issue. I wish to give my thanks to the members of our Editorial Board, who contribute immensely to bringing this 2015 issue to this stage.

Barbara Francioni

Managing Editor