

## Editorial for IJBAS Vol. 6 No. 2

The papers presented in this issue of the *International Journal of Business & Applied Sciences (IJBAS)* cover such topics as factors affecting student satisfaction and profitability of a commercial bank, role of micro-financing coupled with educational and social programs in women empowerment, and impact of the economies of Portugal, Italy, Ireland, Greece and Spain (PIIGS) on German's export juggernaut.

The first paper entitled "Student Satisfaction and Its Antecedents: How Does Student Satisfaction Index Model Matter in the Context of Joint Master's Degree Programs in Vietnam" by Pi-Yun Chen, Long Pham, Brad Cousins, and Cuong Bui proposes an integrated model to assess the factors affecting student satisfaction with joint master's degree programs in Vietnam. In line with Student Satisfaction Index model (Temizer and Turkyilmaz, 2012), the results show significant positive relationships between image, student expectation, perceived quality, perceived value, and student satisfaction. The second article by Ganesan Palanisamy, Anita S. Mane, Shaik Nagoor Meera, and Madduluri Sarveswara Rao entitled "Determinants of Profit and Profitability of Rwanda Commercial Banks: A Profit Function Approach" employs the profit function approach by disaggregating the factors into input, output, risk, macroeconomic factors and social factors and examines these factors' effect on profit and profitability of a commercial bank in Rwanda. The results show that the employee cost is most significant factor affecting the profit as well as profitability of the selected commercial. Interest and non-interest income also contribute to the profit and profitability along with deposit per branch and risk factor.

The third article by Marilu Marcillo entitled "Micro-Finance and Entrepreneurship in Developing Countries" discusses Ciudad Mujer (CM) from El Salvador and Farmers of the Future (FOF) from Niger Africa to show how micro-financing, coupled with educational/training programs and social programs can help women entrepreneurs thrive in developing economies to overcome the unique challenges that they face. The fourth article by Ian Wise, Donald Crooks, Edward Strafaci and Cathyann Tully entitled "The Steroid of Forex Leverage---How the PIIGS Propel the German Export Juggernaut" focuses on the impact that Portugal, Italy, Ireland, Greece and Spain (PIIGS) had on the export strength of the German economy. The authors investigate how the Swiss Franc reacted once the Swiss government elected to break its linkage to the Euro. The paper concludes that the economies of the PIIGS had played a major role in the devaluation of the Euro enabling the German export juggernaut to continue, enhanced by the favorable Euro foreign exchange rates.

In conclusion, I hope you will find these articles and book review presented in this issue interesting and worthwhile. *I would like to take this opportunity to thank* all those who submitted manuscripts for this issue. I also thank all the reviewers for providing insightful and constructive feedback to authors.

The *IJBAS* continues to attract high quality scholarly works that are not only cross-disciplinary and offer important practical and theoretical implications, but add significant dimensions of international perspectives.

I hope you will consider submitting your research works to *IJBAS* in the future.

Sincerely,  
Yam B. Limbu, Ph. D.  
Editor-in-chief, IJBAS ([www.ijbas.com](http://www.ijbas.com))  
Associate Professor, Department of Marketing,  
Montclair State University, NJ, USA  
Email: [ijbasj@gmail.com](mailto:ijbasj@gmail.com)