



Vilniaus
universiteto
leidykla

ORGANIZATIONS *and* MARKETS

in emerging economies

ISSN 2029-4581
eISSN 2345-0037

Vilnius University

ORGANIZATIONS

and

MARKETS

in emerging economies

Vol. 14, No. 1(27), 2023

Vilnius University Press

The journal is published twice a year

EDITORIAL BOARD

Editor-in-Chief

Prof. Sigitas Urbanavicius Vilnius University, Lithuania

Deputy Editor-in-Chief

Prof. Karina Adomaviciute Vilnius University, Lithuania

Assistant Editor

Ignas Zimaitis Vilnius University, Lithuania

Special Editors

Prof. Gregory J. Brock Georgia Southern University, USA; AREA EDITOR (Economics/Finance)

Prof. James Reardon University of Northern Colorado, USA; AREA EDITOR (Marketing/International Business)

Prof. Victoria L. Crittenden Babson College, USA; CONSULTING EDITOR

Editors

Prof. Gustavo Abib Paraná Federal University, Brazil

Prof. Ralf Bebenroth Kobe University, Japan

Prof. Yuosra F. M. Badir School of Management, Asian Institute of Technology, Thailand

Prof. Garry D. Bruton Neeley School of Business at Texas Christian University, USA

Prof. Wojciech Czakon Jagiellonian University in Krakow, Poland

Prof. Vytautas Dikcius Vilnius University, Lithuania

Prof. Danuta Diskiene Vilnius University, Lithuania

Prof. Modestas Gelbuda ISM University of Management and Economics, Lithuania

Prof. Nazli Anum Bt Mohd Ghazali International Islamic University, Malaysia

Prof. Dorotea Lopez Giral University of Chile, Chile

Prof. Guido Grunwald Osnabrück University of Applied Sciences, Germany

Prof. Linda D. Hollebeek Vilnius University, Lithuania

Prof. Maimunah Ismail Universiti Putra Malaysia, Malaysia

Prof. Eugene D. Jaffe Bar-Ilan University, Israel

Prof. Anand Kumar Jaiswal Indian Institute of Management Ahmedabad, India

Prof. Jyotsna Jalan Centre for Studies in Social Sciences, Calcutta, India

Prof. Martin Johanson Uppsala University, Sweden

Prof. Vikas Kumar University of Sydney Business School, Australia

Prof. Snejina Michailova The University of Auckland Business School, New Zealand

Prof. Andrey Mikhailichenko California State University at Sacramento, USA

Prof. Gareth Morgan Schulich School of Business at York University, Canada

Prof. Durdana Ozretic-Dosen University of Zagreb, Croatia

Prof. Laimute Urbsiene Vilnius University, Lithuania

Prof. Yeruva Venkata Ramana Reddy Goa Business School, Goa University, India

Prof. Hector Rocha IAE Business School, Austral University, Argentina

Prof. Perdana Wahyu Santosa YARSI University, Indonesia

Prof. Rimvydas Skyrillas Vilnius University, Lithuania

Prof. Olav Jull Sørensen Aalborg University, Denmark

Prof. Li-Yun Sun School of Business, Macau University of Science and Technology, China

Prof. Jochen Wirtz National University of Singapore (NUS), Singapore

Included in:

Academic Journal Guide 2021 (ABS); Clarivate Analytics, Emerging Sources Citation Index (ESCI); SCOPUS; SCImago Journal & Country Rank; Business Source Complete (EBSCO); Business Source Corporate Plus (EBSCO); Central & Eastern European Academic Source (EBSCO); Central and Eastern European Online Library (C.E.E.O.L.); Cabell's directories of Academic Journals; China National Knowledge Infrastructure (CNKI); Research Papers in Economics (RePEc); Directory of Research Journals Indexing (DRJI); InfoBase Index; ScienceOpen.

Address:

Faculty of Economics and Business Administration

Vilnius University

9 Saulėtekio Ave., 817 (II bld.), LT-10225, Vilnius, Lithuania

Email: organizations.markets@evaf.vu.lt

<https://www.journals.vu.lt/omee>

Contents

<i>Reema Monga, Deepti Aggrawal, Jagvinder Singh.</i> Assessment of Stock Market Liquidity and Efficiency: Evidence from an Emerging Country	6
<i>Folorunsho M. Ajide.</i> Global Value Chain and Total Factor Productivity in Africa	26
<i>Kukhanyile Mali, Johannes Sheefeni.</i> Austerity Measures, Infrastructure and Economic Development in South Africa (1996–2019).....	56
<i>Archana Nayak Kini, Savitha Basri.</i> Customer Empowerment and Engagement Behaviours Influencing Value for FinTech Customers: An Empirical Study from India.....	83
<i>Jeferson Carlin dos Santos, Hermes Moretti Ribeiro da Silva, Gustavo Hermínio Salati Marcondes de Moraes, Fernanda Cortegoso de Oliveira Frascareli.</i> The Role of Entrepreneurial Orientation and Learning on the Performance of Junior Enterprises.....	110
<i>Fuat Erol.</i> The Effects of Brand Hypocrisy on Consumer Evaluations and Behaviors: Moderating Role of Nutrition Consciousness.....	133
<i>Elze Uzdavinyte, Zivile Kaminskiene.</i> Low Consumer Social Responsibility Increases Willingness to Buy from Large vs. Small Companies	152
<i>Duong Tien Ha My, Le Thanh Tung.</i> Travel Intention and Travel Behaviour in the Post-Pandemic Era: Evidence from Vietnam	171
<i>Matthew Jeremiah, Andreas Setiadi, Shinta Amalina Hazrati Havidz.</i> COVID-19 Vaccination and Fear Indices Impacting the Price of Healthcare Stock Indices in Southeast Asia during the Vaccination Rollout.....	194