

Foreword and Editorial

International Journal of Business Policy and Strategy Management (IJBPSM)

We are very happy to publish this issue of an International Journal of Business Policy and Strategy Management by Global Vision School Publication.

This issue contains 2 articles. Achieving such a high quality of papers would have been impossible without the huge work that was undertaken by the Editorial Board members and External Reviewers. We take this opportunity to thank them for their great support and cooperation.

In the research paper "How Organizational Identity is Related to Person-Organization Fit and Organizational Identification", this study proposes the relationships between organizational identity strength, organizational image, person-organization fit, and organizational identification. We verified cross-level effects of hypothesized relationship by means of hierarchical linear modeling(HLM). This research comes to the conclusion to as follows: First, organizational identity strength of aggregating managers' perception has positively related to employee person-organization fit and organizational identification. Second, person-organization value fit mediates the relationship between organizational identity strength and organizational identification.

In the paper "Comparative Analysis of Strategic Requirements of Domestic and Foreign Furniture Companies in South Korea", this study differentiates strategic requirements and analyzes stages of the strategic comparative advantages in relation to situation for the practical use of the furniture industry in South Korea. Its domestic home furnishing market has shown continuous growth with the national income increment and steady economic growth, and it is expected to increase from 12.5 trillion Korean won (USD 11.6 billion) to 18 trillion Korean won (USD 16.7 billion)[1]. The furniture industry in Korea is competitive due to the expansion of Korean furniture companies to global market and the global companies' entrance to the domestic market. Qualitative method is used to conduct this study focusing on the punditariat's strategic evaluation attribute in the furniture industry and identifying order winning factors for the customers. Findings present the influencing relationship of each factor based on the strategic evaluation attribute.

November 2018

**Editor of the November 2018 Issue on
International Journal of Business Policy and Strategy Management**