

Editorial

Welcome to the January-June 2015 issue of the Malaysian Management Review (MMR)!

Over the last few issues, we have experienced enormous improvements in the MMR quality and outlook. It is change that we are dedicated to and it drives us forward. Indeed, MMR has grown with MIM's forty-nine years journey. MMR is the only management journal in the country that has enjoyed a long and uninterrupted record of accomplishment. Our next step would be toward achieving SCOPUS and ISI accreditation for contributing to the H index of Malaysian institutions and scholars.

In this issue, we have finally agreed to include five articles. The first article is on strategic HR for workplace restructuring. The author has discussed the theoretical aspects and attempted to relate the strategic workplace issues for organisational advancement. This authors stressed the importance of HR in fostering a dynamic workplace to regain the morale and rejuvenate employee behaviour for optimal productivity.

The second paper empirically researches the influence of Islamic Work Ethics (IWE) on Corporate Social Responsibility (CSR) practices of Malaysian Public Listed Companies (PLCs). The paper highlights how corporations not only have to meet and satisfy stakeholders' needs, but also encourage them to strive for spiritual activities such as building strong faith: iman, taqwa, and ihsan. This paper highlights the important role played by religiosity as an anchor for managing the ethical behaviour of Malaysian corporations.

The third article examines the relations between leadership, change readiness, and corporate sustainability performance. The author has investigated the organic management practices of managers from ten (10) selected Government Linked Companies (GLCs). The fourth paper proposed a conceptual framework developed to predict the effectiveness of e-waste management in electronic companies in Melaka with the aim to achieve long term sustainability.

The fifth and final article discusses brand personality. In view of the various techniques for brand differentiation in a highly competition business environment and low switching cost, the author employs Aaker's brand personality model to examine the role of Islam in nurturing brand personality in Muslim consumers market.

MMR's focus is to create and share functional management knowledge. The articles specially selected for MMR seek to enlighten readers and are of practical significance for contemporary businesses in Malaysia and elsewhere. We invite contributors both from industry and academia to offer their theoretical and practical insights as to how to advance management. We also encourage readers to order their personal copy of the MMR, and to recommend us to their respective libraries. MMR is free for the different categories of MIM members. The editorial team welcomes comments for improvements in preparation of our MMR golden jubilee issue in 2016 celebrating 50 years of service. Your prayers and support will contribute to the longevity of MIM.

Editor-In-Chief