

*Welcome to the July-December 2014 issue of the Malaysian Management Review (MMR)!*

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Global trends affecting the business world are constantly shaping current management and marketing practices. It is therefore crucial for researchers to identify and understand such trends in order to inform managers of their consequences, both positive and negative. Doing so will allow managers to adjust their strategies appropriately in order to make the best decisions possible for their businesses in the critical management domains of planning, decision making, and control of business operations.

This special issue of the Malaysian Management Review features selected papers from the **5th Asia Pacific Marketing & Management Conference** held in Kuching, Sarawak. It comprises five papers that address current issues pertaining to technology and sustainability, entrepreneurship, consumer decision making, and performance management facing Malaysian businesses. Collectively, these papers present multifaceted management issues that require the specific attention of management researchers, practitioners and policy makers to address.

The first paper by Dr. Fararishah Abdul Khalid et al. investigates the role and effect of marketing and promotion management services provided by business incubators to ICT incubatees in Malaysia. The paper explores the positive role of business incubators in assisting the development and growth of new businesses in developed and developing countries, and in Malaysia in particular.

In light of the current trend of online networking and advertising, Dr. Mahani Mohammad Abdu Shakur and Lily Wong investigate the effectiveness of Facebook advertising and its relationship to consumer decisions to buy. Their findings are based on research conducted using a six-factor Facets Model of Effects to study how online advertising using different response models influences consumer buying decisions

The third paper in this special issue is devoted to research related to consumer behaviour and decision-making. Dr. Zuha Rosufila Abu Hasan et al. discuss the central roles of emotional power and dominance in eliciting consumer approach-avoidance behaviour.

The fourth paper looks at a different perspective of entrepreneurship. Dr. Umar Haiyat Abdul Kohar et al. use an exploratory qualitative study to examine and explain the role of universities in supporting the sustainability of technology-based firms in Malaysia.

In the final paper, Associate Professor Dr. Kartinah Ayupp reviews current strategic control systems and performance measurement mechanisms. After identifying different control and performance measurement systems and their effects in organizations, the paper ultimately advocates the balancing of both financial and non-financial measures in order to integrate diverse organizational functions and align them with strategic goals.

Work on the next issue of the MMR, covering January to June 2015, is already in progress. This upcoming issue of the Malaysian Management Review will continue to provide our readers with insight into new dimensions of research into management theories and practices. We invite potential authors from industry and academia alike to share their ideas with the management fraternity in Malaysia and abroad through the Review.

We also encourage readers to order their personal copy of the MMR, and to recommend to libraries that they subscribe to the MMR. A subscription can be obtained either by joining MIM, or by sending a purchase order directly to MIM.

Guest Editor: Hamrila Abdul Latip