

Editorial

Welcome to Vol. 51 issue No. 1 of the Malaysian Management Review (MMR). This is the first MMR issue of 2016, a year in which the Institute celebrates its 50th anniversary as Malaysia's National Management Organisation.

In this issue we take an eclectic look at a series of issues and developments affecting communities and the economy, both at home and abroad.

The first paper investigates the impact of the 2008 US financial crisis. It analyses in detail the causes of the 'Great Recession' with particular reference to economic governance and political economy. The study reveals it was the socio-political process that put in motion the forces which led to the global shock of 2008. The research goes on to highlight that effective use of financial regulation architecture can successfully keep financial sector greed in check and maintain economic stability, as was witnessed from 1960 to 1991. However, this requires strong commitment and political will.

The second paper examines why international students select the International Islamic University Malaysia (IIUM) as their Higher Learning Institute when pursuing higher education. The study specifically focuses on some factors which influence the choice of a study destination, particularly a university for higher education. The study reveals that as a Malaysian higher learning institution, IIUM has a good reputation among international students although the level of positivity varies from case to case. The results are primarily beneficial to academics and researchers to help them understand the related issues of how foreign students select their preferred destination for pursuing tertiary studies.

The third paper explores the factors influencing public acceptance of gold dinar as currency in Aceh. The proposal to return the island to a gold-based currency is an interesting concept since the historical relationship between gold and the development of the Islamic values and a welfare state is well documented. Gold and silver have traditionally been considered more reliable forms of money, especially in preserving value. Indeed, in terms of its stability, gold is often viewed as being better than paper money. This study examines factors affecting the support, awareness, and acceptance of gold dinar implementation as currency in Aceh. The research provides some interesting insights into the implementation strategies deployed.

The forth paper is a comparative global study of web-based Partner Relationship Management (PRM) solutions deployed by Information Communications Technology (ICT) companies. The research is based on data gathered from a sample of ten companies located across Malaysia, Ireland and United Kingdom. Its findings reveal that organisations which adopt web-based solutions become more effective and efficient in three main areas: sales and marketing, training, and technical support to their partners.

Editor-In-Chief