

Editorial

Welcome to Vol. 50 issue No. 2 of the Malaysian Management Review. We hope our next issue in 2016 would be 50th MIM anniversary issue.

In this issue, brace yourself for some interesting theoretical research that sheds light on issues related to the Malaysian community.

The first paper entitled *Contrast on Leadership Approaches: An empirical Study of Majority and Minority Muslims* investigates the application of transformational, transactional, and servant leadership styles in Muslim majority and minority countries in Southeast Asia. The study shows differences or conformance between Muslim majority and minority countries on Islamic leadership practices by adopting Islamic leadership principles through an empirical survey of Malaysia and Thailand.

The second paper entitled *Key Success Factors of Online Food Ordering Services* is an empirical study of the determinants of customer ordering experience, which include website trust, customer satisfaction, and loyalty as represented by website quality and service quality.

The third paper entitled *Topics, Trends and Methodological Practices: The Last Twenty-Five Years of International Marketing Literature* is a systematic review on 2000 articles published in academic journals between 1990 and 2014. The paper determines the use of research designs and analytical techniques in literature related to international marketing.

The fourth paper is on the *Effect of Strategic Attitudes on Marketing Capabilities in Small and Medium Enterprises (SMEs)* and examines the development and importance of strategic issues and their relationship with the marketing activities of an organisation as it investigates the effect of strategic attitudes on marketing capabilities in active SMEs in toiletries' items such as detergents and cleaning products.

The fifth paper is on the *Preliminary Evidence at Mindsets and Training Satisfaction in Malaysia*, which explores the relationships between the mindset theory and training and development (T&D) in Malaysia. However, this issue of MMR has diversified reading materials in functional areas by focusing on training and development of human talents for jobs related to the work place.

This issue provides an interesting and enlightening read. With in-depth research and theoretical insights, the issue offers functional knowledge on current industry practices. We look forward to more contributors coming forth and sharing with us practical inputs on management that will further enhance the standards in the industry.

The editorial team is happy to welcome more practice related articles such as Malaysian case studies to build upon the experience of present executives to nurture future talents to sustain Malaysian corporate growth.

Editor-In-Chief