

Editorial

Welcome to Vol. 51 issue No. 2 of the Malaysian Management Review (MMR). This is the second MMR issue of 2016 - a year in which the Institute celebrates its 50th anniversary as Malaysia's National Management Organisation

Throughout the course of this edition we take an in-depth look at a series of issues and developments affecting Malaysian business, consumers and the domestic economy.

The first Paper explores evidence from the Emerging Markets of consumers buying behaviour and attitudes toward organic food. The research is based on extensive literature review and information collected from Penang, Malaysia. It's expected that the results obtained from this study could be used to create opportunities for manufacturers as well as marketers of organic food products in other Emerging Markets. At present the authors note there is a dearth of primary data in this particular area.

The second Paper revisits the issue of 'Chronic Crisis Management' in Malaysia. It follows on from the 2012 Fontaine study which found that chronic crisis management – when problems are hidden from management rather than solved – is a salient feature of the Malaysian workplace. Following a study of over 500 respondents the Klang Valley, the authors conclude that chronic crisis management and other structural problems are still very much the norm. Based on primary data collected and other research, the authors proceed to propose a number of suggestions to solve these problems. In particular, they recommend that performance management systems be altered to cease rewarding employees who simply hide problems.

The third Paper takes a deep dive into the mind-set of Malaysian millionaires. It is an attempt to examine the attributes and essential elements of the 'secret strategy' adopted by millionaires. The study also sets out to devise a psychological method to evaluate exactly what thought processes they employ to enhance their entrepreneurial performance and motivation. The aim of this research is to understand which elements of an entrepreneurial strategy others may lack and devise ways of successfully imparting them. The outcome of this study will be of use to those involved in training and development, enabling them to develop new and effective content for entrepreneurial development.

The fourth Paper examines the use of social media tools among Business to Consumer (B2C) practitioners in the Klang Valley. In recent years, social media has become both ubiquitous and crucial, not only to consumers but throughout industry. This research analyses a perceived reluctance to use social media in the B2C environment, and the retail sector in particular, where practitioners still have a tendency to rely on costly traditional marketing. The study looks at a sample of 200 selected B2C practitioners using convenience sampling. Employing TBP (Theory of Planned Behaviour) techniques, the research analyses which identified variables have the strongest association with an intention to use social media. Several implications for social media research and B2C retail sector practices are discussed.

It is our fervent belief that every next issue of MMR is improving the quality of the journal while bringing new ideas and current management issues to the management fraternity within and beyond Malaysian jurisdiction. MMR hope to seeking contributions from academics and industry captains alike for future issues.

KHALIQ AHMAD

Editor-In-Chief