Growing Need for the Local Cases


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In this special issue of *IJIBS*, we are pleased to present four local cases pertaining to Strategic Management, Principles of Management, Entrepreneurship, Managerial Accounting, and Human Resource Management issues. We believe, the use of local cases will enrich students’ practical knowledge regarding real-life problems and equip them with the problem-solving skills.

The first case illustrates the issue related to the critical pool of teaching and research talents to lead Malaysian higher education institutions at the brink of 2020. In this regard, Siti Fatanah Hassan was appointed to head up the strategic planning unit of the higher education ministry. She was tasked to plan several strategies to make the dream come true.

The second case highlights the dilemma faced by SLDU Sdn Bhd management on aligning employees’ performance appraisal with the company’s goal. Jalil, the head of HR department was satisfied with his employees’ performance and gave them high ratings in their annual performance assessment. However, company’s CEO was not happy with the company’s current performance as there was no significant improvement in profitability from year 2012 to 2013. The CEO was perplexed how this could happen when individual performance targets seemed to be satisfactorily achieved and yet was not reflected in the financial performance. He then directed the head of human resource manager to relook at the performance assessments.

The third case focuses on an entrepreneurial business where Herleena, Ana and Azim in were business partners to co-found Galvanize Lab. In the end of 2012, the management team of Galvanize was contemplating to enter into a new business dubbed as “Living Antique Gallery and Hotel”, which was a collaboration project with HM Antiques Sdn Bhd, a well-known antique crafts and furniture trader in the Jonker area. The management team of Galvanize needed to scrutinize the project’s strengths, weaknesses, opportunities, and threats before deciding to invest in the new project.

The fourth case is positioned in the Broadband industry. Adam, a new regional manager for Asiannet Broadband Sdn. Bhd. faced many different issues. The case stimulates case analysts’ discussion on ways to manage the situation. The case ends by describing the unbearable situation Adam was in, in regard to how he was to handle his daily activities as a manager.

We would like to take the opportunity to acknowledge all those who have contributed towards this special issue of *IJIBS*. We warmly thank all authors who submitted their manuscripts for

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consideration of inclusion in this thematic volume. We hope that our readers find all the cases published in this issue timely, relevant and insightful.

Enjoy your reading!