



Editorial

Synergy Drinks is the supplier of necessary raw materials to its parent company Synergy Enterprises, which mainly processes a selected fruit items. The case deals with a bidding process pertaining to the company. Synergy Drinks determines strike price of the bidding process by using Dutch Auction Method. The case poses a number of interesting questions related to the process of bidding at the stock exchange.

Almarai is a multinational dairy company operating mainly in MENA (Middle-East and North Africa) region. The present case is written on the company's branch located in Saudi Arabia. Due to the onslaught of Covid-19, the branch company in Saudi Arabia is facing a dual problem: firstly, maintaining reasonable return on investment and secondly to retain its workers. The case also gives the details of practices of Islamic values and principles by the employees of the company.

Thiva was an employee of a bank with exceptional skills and ability. Due to superior skills, one of her co-workers felt threatened and he made false accusations about Thiva to the Supervisor. But unfortunately without verifying the accusation, the supervisor took side of the co-worker. Eventually Thiva was transferred to another department of the same bank but the saga of envy and false accusations kept continuing. Finally, she was dismissed from the bank. This episode of mistreatment of an outstanding employee reminds any management to carefully and properly execute its role in personnel management. The case written by Pillai and Vasudevan provides the details.

Jet Airway was one of the top airlines in India until few years ago. The airlines' business volume in the domestic as well as international market was simply impressive. But the final crisis in 2010-2013 made an indent to the company's operation in a significant way. The company started losing its market share for consecutive years balance sheets were negative. Despite this huge loss, the company acquired Air Sahara – a move which is highly questionable. The company became bankrupt in 2019. The final case written by Ahmed et al. provides the details.

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