



## **Editorial Note**

The first case showcases the exploits of a Malaysian publishing house with Islamic orientations as it deals with the challenges of the contemporary trend of content digitalization. After more than three decades of warding off bigger and more established competition by carving a niche market for itself, it now faces the challenges of transforming its enterprise to embrace online business models.

NET TV is an indigenous TV company in Indonesia. Despite its impressive success in the competitive business, lately the company faced stiffed challenges in the market and it responded by resorting to massive layoffs of employees. The news about mass layoff became a hot subject in Twitter. The case written by Anita Maharani provides the details of the aftermath of layoff exercise at NET TV.

After losing his well-paid job, Razak Bujang tried his best to find another, but he didn't succeed to get a one. Then he turned to become an entrepreneur and catering services was adopted as his business. In particular, he started preparing and selling an array of Malaysian heritage cuisines. Since he was very sincere, hard-working and above all customer friendly, very soon his business took-off. The case written by Siti Nurhayati Khairatun shows that mere personal zeal and hunger for success can help anyone move forward.

It is a commonplace to see that many established companies have faced serious survival problems at their nascent stage of development. Over the years, Bablu Hait's cleaning services company has grown quite well but at the same time it has also faced problems often. The writers of the last case have delineated the details of the turbulent journey of the cleaning company. The readers will find that the company have faced a series of crisis at the onslaught of Covid 19; it was really hard to keep the employees motivated to work hard at the pandemic time. Overall, from the case, a lot is be learnt by small and medium sized companies in order to succeed in the competitive market today.

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