



Editorial Note

Yes bank is regarded as one of the best private banks in India. The bank was launched in 2004 and within relatively short span of time, it has received a number of awards to its credit. However, very soon the bank encountered a teething problem which is due to a huge amount of non-performing loans given out to a number of corporations. Due to the default payment back to the bank, its non-performing assets rose to an alarming high level. Hence, Reserve Bank of India (RBI) had to intervene the matter in the greater interest of the public as well as investors. Under the auspices of RBI, State Bank of India (SBI) led the revival program of the Yes bank. The case shows how a big bank can get into trouble due to non-judicious loans given out to non-performing corporations.

In the second case, the authors expounded the management principles adopted by Prophet Muhammad (saw) to govern the Muslim nation. These principles can be called as management principles from Islamic perspective. Some of these principles discussed in the case are Mutual Consultation, Active Involvement of a Leader, Distribution of Responsibilities, Firm Determination and Utmost Patience, Strategy Generation, and Complete Dependence upon Allah (swt). The principle of Mutual Consultation has been discussed with respect to three battles, namely Battle of Badr, Battle of Ohud, and Battle of Khandak. Many of the other principles are also discussed taking cognizance of the Battle of Khandak. In conclusion, the authors claim that the root of the modern-day management principles lies at the practices adopted by Prophet Muhammad (saw) in dealing with many battles and also to govern the Muslim nation.

The third case deals with the issue of how competition in hotel business can affect each other. Tan Kai Lek started a hotel in Ipoh, capital city of the state of Perak in Malaysia, which he named as “Happy 8 Retreat”. His marketing strategy consisted of word of mouth and digital marketing. From the very beginning, Tan wanted to give a unique, artistic homestay experience to the guests of his hotel. Without product differentiation, it is unlikely that he can cope with the growing competition in hotel business in Perak. Generally speaking, guests of the hotels are happy, as reflected in their comments made in online booking websites. However, there were some negative comments as well, especially pertaining to in-room services. Indeed, these negative comments are very serious as now-a-days, prospective guests look into these comments before making any decision whether to book this hotel or not. The case underscores the importance, once again, on providing friendly services and making everything ready for their pleasant stay in a hotel.

The final case centres around the success story of an active blogger turned consultant and entrepreneur. It narrates the experience of a successful woman entrepreneur who transitioned from a traditional business set up to one that leverages on technology, the internet and social media.

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