

Editorial Note

Leadership and innovation in the digital age

In the current fast-paced and ever-changing digital environment, the dynamics of leadership and the use of creative techniques are crucial for developing and maintaining organisations. This theme explores into these features across many industries, providing insights into the difficulties and successes encountered by firms as they navigate shifts in leadership, technological progress, and market upheavals. The main subjects covered are leadership styles, changes in management, digital transformation, resilience, and the impact of community and ethical behaviours on company success.

The case study “Twitter Leadership Role – Twitter’s Ups and Downs Since 2006” by Elizabeth Chacko, Sridevi Nair, and Jain Mathew, examines how changes in leadership have influenced the organisational structure, product development, and market performance of Twitter.

In the context of digital innovation and business growth, the case study “Innovation in Digital Organisations – Case Study of Nykaa” by Venkatesh Naga Devaguptapu, examines how Nykaa effectively utilised digital innovation to sustain its growth amidst the COVID-19 pandemic and strategically steered its path towards a triumphant IPO.

Likewise, the case study “Smacking to Increase Productivity: Changing the Narratives of Asnaf Entrepreneurs from MyJANA 2023 Project” by Fatin Husna Suib et al. focuses on an initiative that aims to empower disadvantaged entrepreneurs through entrepreneurship and digital marketing training. The study highlights the positive effects of targeted educational programmes in transforming the lives of these individuals.

In a different context, the case study “Navigating Turbulence: The Resilient Journey of RZ Aviation in the Face of Global Challenges” by Fatin Husna Suib et al. explores the sub-theme of resilience in the face of global challenges. This study examines the ways in which RZ Aviation responded to the challenges brought about by the COVID-19 epidemic, with a particular focus on their strategic resilience and digital transformation.

In addition, the case study “Paradigm Industry Sdn Bhd Effective Marketing Turnaround Strategies” by Tin Shin Thed and Zaleha Othman examines the strategies for achieving successful marketing in competitive markets. This case study analyses the obstacles encountered by Paradigm Industry in the nutraceutical sector and the strategic actions implemented to enhance its market position through customer relationship management (CRM) and the development of new products.

As for the sub-theme operational challenges and strategy responses focuses on the

discussion of operational challenges and the corresponding strategy responses. The case study “Lost in the Claws at Linda Animal Clinic and Surgery” by Norsyahida Mokhtar examines the challenges encountered by a veterinary clinic in its day-to-day operations and explores the strategic measures taken to effectively handle the growing demand and expand the range of services offered.

Nevertheless, the sub-theme on technology and efficiency in business operations examines the impact of artificial intelligence (AI) on improving business functions. The case study “Are Auditors Satisfied with the Effective Support from Artificial Intelligence?” by Sherliza Puat Nelson investigates the advantages and difficulties of integrating AI in auditing and other company operations.

In the context of ethical leadership and corporate responsibility holds great importance. The case study "Nurturing Humanity in the Halls of RBB Enterprise" authored by Rohaziah Yahya et al., emphasises RBB Enterprise's dedication to ethical leadership, corporate responsibility, and the well-being of its employees.

Likewise, in the context of resilience and community support in small business management explores the experience of a home-based frozen food business. The case study titled "Tawakkal Resilience in Perniagaan Sejuk Beku Keluarga" by Rohaziah Yahya et al., highlights the significance of resilience, faith, and community support in surmounting obstacles and attaining triumph.

As for the case study “Salmah's Entrepreneurial Journey with Passion, Faith, and Community Support” by Rohaziah Yahya et al. also discussing into the intersection of entrepreneurial spirit and Islamic values. It chronicles Salmah's journey as an entrepreneur, highlighting the integration of Islamic values and collaboration within the community to promote sustainable growth.

Finally, the case study “Crisis in a Cup: Managing the Mie Sedaap Recall and Rebuilding Trust” by Nur Nabilah Abdullah et al. examines the sub-theme of Crisis Management and Brand Trust. This case investigates the brand crisis encountered by Mie Sedaap as a result of a product recall and analyses the tactics utilised to restore consumer confidence and effectively handle the situation.

This theme provides a thorough examination of leadership and innovation in digital organisations, offering significant insights into the methods and practices that contribute to success and resilience in many industries.

Prof Dr Suhaimi Mhd Sarif
Editor-in-chief

Dr Nur Kamariah Abdul Wahid
Editor