

### **Editorial Note**

The first case is about trust and credibility in business. Trust and credibility are essential in the digital business. A local authority in Putrajaya has implemented **JomPAY**, an electronic payment system. However, they faced challenges such as system failures, the resistance of the stakeholders, and third-parties operational difficulties. It has to address the credibility and technical issues simultaneously.

The second case is about product responsibility. **Shopee** is not just a provider of an electronic commerce platform but also assures product quality, information quality, e-service quality, and perceived value. The frequent issues complained about the product quality (fake, damaged, wrong item) received by customers in online purchase has been addressed by Shopee in its management strategies and techniques to improve service quality by selling quality products.

The third case is about corporate and professional ethics. An established company like **Google** could also suffer from ethical and professional issues. Having genius and talented employees alone is not enough. They have to be imbued with ethics and good organizational culture. The case in Google demonstrates the issue of deteriorating corporate culture. The case reveals the importance of managing culture from the perspective of ethics and professionalism.

The final case is about a humanized approach to business. Wan Catering Company is a local food catering and event management company. It is a family business and practices a humanized approach through collaboration, empathy, social responsibility, and humanity. It balances economic responsibility and other responsibilities. The company experienced business volatility during the strict movement control order due to the pandemic of covid-19. The Company performed its humanitarian initiative by distributing food to the poor and needy within its neighbourhood and other places. While engaging in social work, Wan Catering Company also received orders from other non-governmental organizations to supply food for distribution to the needy.

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