Editorial Preface

On behalf of the Editorial Board, I am pleased to introduce the 2nd issue of CUeJAR Volume 1, 2019. I should state that the first issue was well received as reflected by the feedback to date. We also received some constructive suggestions for improvement and these were taken into account in preparing this issue.

In line with its purpose and scope, this issue encompasses ten double-blind review papers on a range of contemporary, emerging and theoretical issues. They fall into the categories of green mobility, digital marketing of fashion apparel, sustainability reporting, the automotive industry as well as a paper on autism and four papers in the education arena relating to learning styles, parenting styles, higher education change and communicative language teaching. The papers comprised a mix of literature reviews, case studies, inductive, deductive and combined methodological approaches.

The first paper by Ming Zhu Li, Phillip Neck and A. Selvanathan examined the effectiveness of digital marketing modalities and big data analytics (BDA) for the Chinese fashion industry. Although the country is the world’s largest clothing exporter, the industry faces the problem of intense competition, oversupply, rising labor costs and maximizing the benefits of e-commerce which has generated new electronic markets for fashion goods. Digital marketing is transforming the industry and Industry Revolution 4.0, in particular BDA which is playing a significant role in forecasting fashion trends, supply chain management and customer relationship management. Using a mixed methodology approach, their findings highlighted the importance of Chinese fashion firms adopting effective digital marketing modalities to benefit from the rapidly expanding e-commerce market for fashions.

People with autism are often challenged by employment retention issues. While promoting employment participation for them is an important research issue, it has not been adequately researched. Building on a Drucker-based strengths-focused management model, the second paper by Peter Sun-San Wong, Michelle Donelly, Phillip Neck, Bill Boyd and Phillip Ebrall addressed two research questions: i) what are the workplace factors critical to employee-retention for people with autism? and ii) how can employee retention for people with autism being improved. The results revealed that employee turnover factors, employee retention factors and knowledge-worker productivity factors are critical to employee retention. The findings also revealed that Drucker’s model is an appropriate strengths-based solution to support both business and people with autism in the current knowledge-based economy.
Optimal language progress requires language teachers to understand students’ learning styles (LSs). Adopting a positivist approach and using the Willing’s (1988) questionnaire, Zahra Moharrer, Wong Bee Eng, Alireza Manzour and Lin Lah Tan investigated the preferences for computer-based learning (CBL) as compared to the traditional face-to-face (FTF) learning among Iranian secondary school male seniors. Their results revealed varied preferences for LSs among the CBL and FTF students. They recommended that teachers should align their teaching styles and learning materials with the students’ LSs. Policy makers should also consider different syllabus, curricula and content for the different learning contexts.

Civil society and other stakeholders are demanding that companies be good stewards of the environment, provide good working conditions for their staff and improve the quality of life in the local communities where they operate. Increasingly, companies are adopting Integrated Reporting (IR) frameworks that disclose both financial and non-financial information in their annual reports to address shareholder interests and attract investments. Using the Ohlson model, Chin Fook Kheong, Elatrash Munir Juma M and James CL Nga examined the adoption of IR by Malaysian public listed companies. Their findings revealed that the prospects, future outlook disclosure and organizational strategy disclosure contribute significantly to the average market value of firms. However, the firms must have the competences to effectively adopt the IR framework.

The indigenous Malaysian automotive industry is losing its competitiveness and is challenged to align itself to global disruptive trends as reflected by the new energy vehicles (NEVs) and autonomous vehicles (AVs) which are transforming the automotive industry. Combining inductive and deductive approach, Lin Lah Tan, Mohd Fahrurazi Othman and Ming Zhu Li examined the challenges faced by the industry, the emerging opportunities and the adequacy of the Government’s automotive policies to enhance its competitiveness for sustainable growth in the domestic and export markets. Their findings revealed that the industry has to enhance its international competitiveness and produce energy efficient and electric vehicles to effectively compete with the major global players.

Parenting styles are an important factor for the self-esteem development of an adolescent. Meng Chuan Ho, Cassandara Lavinia and Pei Boon Ooi examined the authoritarian, authoritative and permissive parenting styles to determine their impact on the self-esteem development of adolescents in a collectivistic culture. Their study also identified gender differences in perceiving parenting styles among Malaysian private university students. The results revealed a negative relationship for both perceived authoritarian maternal and paternal parenting styles on adolescents’ self-esteem. However, there was a positive relationship between perceived authoritative, permissive paternal and maternal parenting style with adolescents’ self-esteem.
There were no discernable gender differences as both male and female participants’ perceived similar parenting styles for both their mothers and fathers.

The paper by Lin Lah Tan, Yuan Cheng and Ming Zhu Li examined the Chinese automotive industry, which has grown rapidly over the past two decades. However, the industry is subjected to significant pressures including the need to produce AVs and NEVs to meet environmental requirements. The paper also focused on the effectiveness of public policies and green mobility initiatives for creating a robust and internationally competitive automobile industry for competing effectively in the domestic and global markets. Their findings revealed that China’s public policies for environmentally friendly vehicles and smart vehicle technology are supportive of the country’s goal of becoming a global leader for NEVs and intelligent vehicles.

Malaysia’s adoption rate of cloud computing (CC) remains low, despite the Government’s initiatives to create a digital economy and accelerate technology adoption. Against this backdrop, Vickneshwaran Jayaraman, Anuar Shah, Bali Mahomed and Jayaraman Munusamy investigated the adoption of CC by Malaysian IT-based small and medium enterprises (SMEs) using the Technology-Organization-Environment (TOE) framework. Their findings revealed that while organizational and environmental factors significantly influence the SMEs’ CC adoption, the CC risks tended to have a negative influence on CC adoption.

Organizational change is impacting on universities and effective change requires leaders who take into account the perspectives, knowledge and experiences of faculty members as they play key roles in higher education. Using a case study approach and grounded theory as an inductive research method, Mohd Fauzi Kamarudinand and Nurul Aliah Binti Mustafa examined the amalgamation process of two faculties in an Australian university in the organization context and the role of strong leadership in the amalgamation exercise. Their findings underlined the importance for leadership to understand the organizational contexts which includes the history, culture and staff of the organization during the change process.

Teachers and teaching methodologies have a profound influence on learning outcomes. The Communicative Language Teaching (CLT) method is an effective approach for enhancing students’ speaking skills. Nalini Devi Ramasivam and Subadrah Madhawa Nair researched the significance of CLT as a teaching model and the challenges that teachers face for using CLT to teach communicative skills to English as a second language to students. The findings revealed that teachers are generally reluctant to adopt the CLT method because of their inadequate knowledge and skills. They should therefore benefit from training to be better positioned to employ the CLT method to teach speaking skills.
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To our authors, we thank you for your scholarly contributions and look forward to further engaging with you. To our readers, please be assured that we will continually strive to ensure that CUeJAR meets your expectations and we welcome your suggestions.

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Editor-in-Chief
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