

## **Editorial**

### **From Editor-in-Chief's Keyboard**

The success of any effort to effect a change depends on there being clearly defined milestones and appropriate commitment from management. Business organisation must contend with a volatile economy, innovative new technologies, and internal problems. The tried-and-true strategies of gaining an edge in the market no longer cut it. This makes it more critical than ever for companies to adapt to shifting market conditions, grow as they do, and implement meaningful change in order to maintain and improve their competitive edge.

In honour of great finds and acquisitions, this month's issue contemplates the numerous topics of management sciences focuses more on how important it is for business organisation to maximise their organisational value in order to stay in business. Policy development, investment, marketing, financing, and hedging decisions are all evaluated through the lens of value maximisation and optimisation, with the goal of increasing the company's bottom line.

You can grab many crucial and trendy issues such as how to become an agile organisation (Article by Rivelino & Mustiari, page 1-20), the convergence of micro, small, and medium-sized enterprises (MSMEs) and tourist villages, and strategy to improve SMEs' ability to save resources, mitigate risks, generate positive economic returns for the local community, and persist for the long haul (Article by Dewi et al, Page 21-29).

But let's get back to basics. Never forget that you, as the leader out there, are ultimately responsible for determining the worth of the organisation. To that end, we hope you lose yourself in these articles and allow them to take you on an incredible adventure through time.

**Assoc. Prof. Dr. Ilham Sentosa**

Editor-in-Chief

[editor@dreamjournal.my](mailto:editor@dreamjournal.my)