well understood and that unskilled staff are trained and given greater management and technical support. benefits from technological implementation at the workplace, practitioners must ensure that such implementations are understood.

Muslims want assurance that the food they consume is a true manifestation of Islamic principles. Important questions halal certified food manufacturers have today are whether and how to start with halal supply chain management in protecting the integrity for the Muslim consumer and protecting their brand. The research problem can be defined as following: How to optimise halal food supply chains for certain product-market combinations? The aim of the research is to contribute to the body of knowledge on supply chain management by identifying the principles in the design and management of halal food supply chains. As halal supply chain management is a new phenomenon, the core of this research has an exploratory and qualitative approach, through in-depth interviews, a large discussion group and focus groups. However, in measuring the perception of the Muslim consumer, a consumer survey has been used. The foundation of halal supply chain management is direct contact between halal and haram, risk of contamination and perception of the Muslim consumer. For Muslim countries all three components matter, whereas for non-Muslim countries only direct contact with haram and risk of contamination need to be addressed in the design and management of halal food supply chains. Product characteristics (bulk versus unitised and ambient versus cool chain) and market requirements (Muslim versus non-Muslim country) influence the vulnerability of halal food supply chains. Vulnerability is reduced through simplifying the supply chain structure and establishing halal control activities and assurance activities in logistics business processes. Vulnerability can be avoided in (parts of) the supply chain by having dedicated logistics infrastructure, like a dedicated halal warehouse and transport, or through containerisation at a lower level. This research proposes an integral framework for the design and management of halal food supply chains, called the Halal Supply Chain Model. The Halal Supply Chain Model consists of the following components: halal policy, supply chain objectives, logistics control, supply chain resources, supply chain network structure, supply chain business processes and halal supply chain performance.

The rapidly changing business environment requires organizations to gain unique and sustainable competitive advantages over their competitors. Recognized as a source of competitive advantage, effective human resource management practices (HRM practices) clearly play a vital role in the success of any organization. As the knowledge economy demands for quality human resources, human resource management is called to play a more strategic role in facilitating learning in the organization, particularly in building learning organization. The objectives of this study are: (1) to examine the level of HRM practices in manufacturing organizations; (2) to investigate the relationships between HRM practices and building of learning organization; and finally (3) to examine leadership styles as moderator the relationship between HRM practices and building a learning organization. Based on the resource-based view theory, this study hypothesized that HRM practices would positively influence in the building of a learning organization. Data were collected using mail questionnaires sent to middle managers and non-executive employees of manufacturing organizations in Malaysia. A total of 150 useable responses were obtained and used for the purpose of analysis. Based on the mean scores, results revealed that HRM practices were highly practiced in the surveyed organizations. Results of multiple regressions indicate positive and significant relationships between performance-based pay, performance appraisal procedure, promotion and staffing on various learning organization dimensions. Hierarchical regression was utilized to test the impact of
leadership styles as the moderating variables. Only management by exception (passive) leadership was found to partially moderate the relationship between HRM practices and building of learning organization namely for team learning and inquiry, embedded system and empowerment, and continuous learning. The other two moderators; transformational leadership and contingent reward leadership were found to have insignificant relationship between HRM practices and building a learning organization. The findings can form a basis for useful recommendations for top management and managers in tailoring HRM practices in promoting learning organization and further maintain their competitive advantage for long term organizational success.

A comparison of similarities and differences of the Malaysian rebranding experience with existing studies was conducted. Based on the findings a conceptual framework is proposed. This research made use of the qualitative method, using the case study approach and in depth interview for data collection. Two government linked companies Bank Islam Malaysia Berhad and TM Berhad participated in this research. Eisenhardt’s (1989) process of building theories from case studies framework was utilised to develop the research and grounded theory method was adapted in the data analysis. Data sources triangulation serve as a method to enhance the study and in depth interview was the method of primary data collection. Two precipitating drivers for the case studies were finance and corporate strategy change. TM was mainly rebranded to institute a corporate change while Bank Islam rebranded due to financial and corporate circumstances. The Malaysian rebranding process consists of situation analysis (dominated by brand audit), brand identity (development of new brand values, logo and slogan), brand communication and measurement and monitoring. A combination of evolutionary and revolutionary rebranding was implemented for these organisations. Future research can focus on other government linked companies in Malaysia that had undertaken the rebranding exercise.

Research indicates that more than 80% of the knowledge and skills gained in training programs is not applied in the workplace, but there is growing body of evidence that recognizes managerial involvement as a primary factor in improving training transfer. Individual characteristics and work environment variables have been emphasized by research as important in the transfer of training, but it is surprising that little research has addressed the issue of the employees’ own individual characteristics and work environment variables as being significant in their ability to transfer their knowledge and skills gained from training back to the job. The purpose of the study is to examine the relationship among selected trainee characteristics variables and work environment variables in the process of behavioural change and effect on employee performance in the Malaysian hospitality industry. The two influential factors that emerged from the various learning transfer models were individual characteristics (e.g., motivation) and work environment (e.g., supervisor * (MS) = Main Supervisor
(CS) = Co Supervisor