



BUSINESS SUSTAINABILITY DURING THE **COVID-19 PANDEMIC**

A Collection of Teaching Cases

EDITORS

PUTERI FADZLINE MUHAMAD TAMYEZ • FATIMAH MAHMUD • YUDI FERNANDO

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PREFACE

Many schools, particularly business schools, have been passionate about implementing case-based or active learning. Case studies build students' knowledge in many disciplines, including management. It allows students to examine the circumstances that encircled the decision-makers and led to such a choice being taken. As a result, the motivation for discourse in the classroom grows.

Cases help to bridge gaps. They can link theory into practice and provide insight into new interesting companies and industries. Seeing things through the eyes of the protagonist helps to explain how individuals operate business in the real world. Cases are excellent to challenge students to thoroughly prepare for a class, in small groups, and engage them in a more in-depth management decision-making conversation that uncovers important theories and practices. Some of the case studies are accompanied by appropriate materials such as financial records, and the history of the business in issue. In this case, the authors of the cross-countries have highlighted the importance of managing business operations during the COVID-19 pandemic. The readers will benefit from the case on the strategy and decisions made to assist the companies in surviving in the market. This book is useful for business school students and benefits practitioners by teaching them how to solve business uncertainty. The collection of the cases will give the ideas to design business strategies towards the new norm.

This book will help those who look beyond traditional lectures. It will also encourage students to be more active and engaged in class. These case studies cover various levels of organisations, from micro to large organisations. Lecturers

could have their students use specific models, theories, or concepts previously taught in class. Ultimately, these cases are excellent for giving students examples of how things work in the real world, and it is hoped that it could help them apply what they have learned to a specific situation.

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We want to thank God the Al-Mighty most of all because, without Him, this endeavour would not be possible. Thank you.

Editors.

CONTENTS

| | |
|--|------|
| Preface | v |
| Acknowledgement | vii |
| List of Figures | xi |
| List of Tables | xiii |
| | |
| Chapter 1 | |
| Struggling to Survive in the Product Lifecycle | 1 |
| | |
| Chapter 2 | |
| Dancing in the Rain | 9 |
| | |
| Chapter 3 | |
| Improving Software Project Performance: COVID-19 Outbreak and Sustainability | 15 |
| | |
| Chapter 4 | |
| AI-based Chatbots in HR Automation: Case on HR Digital Disruption Due to the Pandemic | 63 |
| | |
| Chapter 5 | |
| Blue Ocean Shift, Recovery and Beyond | 75 |
| | |
| Chapter 6 | |
| Trial or Triumph: A Case of Agronature Nursery | 91 |
| | |
| Chapter 7 | |
| Change Management in an Agile Environment | 111 |
| | |
| Chapter 8 | |
| Just-in-time Retail: Study on Barriers for Model Implementation in Supermarket in Coimbatore City | 119 |

| | |
|---|-----|
| Chapter 9 | |
| Bad Banks: Is it a Good Idea? | 127 |
| Chapter 10 | |
| FACIMA: The Next Step | 135 |
| Chapter 11 | |
| Go behind the Scenes of Logistics | 157 |
| Chapter 12 | |
| Service Innovation in Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) Health Centre | 169 |
| Chapter 13 | |
| COVID-19 and Bullwhip Effect in Supply Chains: Why Do Blockchain Systems Struggle? | 191 |
| About the Authors | 225 |
| Index | 233 |