

EDITORIAL NOTES

The pages of human history are stained with blood and tears, sorrows and sufferings. Human civilisation is going through tremendous odds and adversities. Deregulation and disharmony are overly flowing in the social vein. Artificial crises are instigated for satisfying the greed and self-interest of the elite. Human society is segmented based on economic while the irrational distribution of wealth on the rise. In the name of peace, protection, and prosperity, some nations are posing necked threats. The global market is in the grasp of a few multinational corporations that are looting small economies. The environment has already been ruined to the bottom due to undue human intervention. New types of diseases are emerging in an unprecedented manner. Poverty, hunger, and suffering are paining and panicking about one-third of the global population. We are living in a chaotic world where death is dancing more vigorously than life. Human society has lost its fundamental values and got a deformed shape which is, of course, undesirable. We need a liveable society, and therefore, we should redesign it.

Social Business pioneered by Nobel Laureate Professor Yunus is one of the most effective initiatives that can ensure the greater good to our society. The non-loss non-dividend business

approach can resolve social problems while being financially and economically sustainable.

This business model nourishes economic health while curving wealth concentration. The Albukhary Social Business Journal (ASBJ) defines itself as a mirror of Social Business. This journal aims to harbour scholarly works on social business as well as the ones reflect our socio-economic issues. ASBJ is going to put its first step with a bunch of academic articles. A snapshot of the articles is projected hereunder. The first article, composed by Suraya Hanim Mokhtar presents the findings of her study. She scrutinised the adverse effects of COVID-19 on the cash reserve of Malaysian micro-entrepreneurs. Her results suggest that microentrepreneurs would be able to cope with this crisis only for two months (April-May 2020).

Zarina et al. conceptualised a sustainable livelihood model for underprivileged single parents dwelling in Baling of Kedah district, Malaysia. They adapted a framework designed by Morduch et al. (2009). Azharudin and Norhayati proposed another framework that can portray the household economic portfolio in a holistic manner.

Hussain and Ahmed reviewed the systematic literature of the last 20 years with the view of exploring the nature of corporate governance in the Microfinance sector. Their findings identified three important microfinance

governing factors such as (i) the roles of the board of directors who set strategic directions for the organisation, (ii) the roles of top-level management who implements decisions and manages risks, and (iii) the influences of external governance that works to ensure compliance with standards, policies, and procedures.

Rethwan and Zulkiflee outlined the Performance of Malay-owned SME in the halal food industries in Malaysia. They identified the contribution of this sector in the national economy while defining the factors affecting the performance. The findings showed that there is a significant relationship between entrepreneurial resources and organisational effectiveness.

Heru Wijayanto casts light on the challenges of volunteerism in terms of environmental conservation. In this regard, he brought into discussion the roles of digital technologies that can positively contribute to volunteerism by reaching a wide variety of volunteers while proceeding a dialogue with them to serve their journey better. He pinpointed four factors such as (1) personal values; (2) social support; (3) change of perception / added knowledge and (4) knowledge sharing that motivate volunteers to make repeat decisions.

Udende et al. outlined the reasons why youths are leaving social media sites. They investigated on why Nigerian youths are

leaving some of the social media sites. Their findings reveal that Nigerian youths abandon their SMPs due to the friendliness of new platforms. They further discovered that youths mostly discard a platform by merely anonymising their profile or by changing their photographs or by only leaving their account without necessarily deleting them.

Elahi and Hossain focused on drinking water practices among university students and their relevance to waterborne diseases. They also scrutinised the financial burden due to water transmitted infection. There is a significant relationship they found between reservoir material and waterborne disease. They concluded that the water supply system, drinking practices at home, and outside have a considerable impact on the health and illness of urban private university students in Dhaka city. At last, Osman and Yusoff, in their article, identified the determinants of ridesharing services adoption in Kuala Lumpur. Their results suggest that attitude, operational characteristics, and knowledge have a strong correlation with the intention to adopt ridesharing services.

Every article in this issue impregnates significant insights, and that will undoubtedly interest ASBJ readership.

DR. REAZUL ISLAM

Associate Editor