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Editorial Notes

Tawhidic Epistemology and Ummatic Excellence: Reimagining Ethical Leadership, Sustainable Innovation, and Strategic Transformation

It is with great pleasure that we present Volume 17, Number 2 (August 2026) of the *IIUM Journal of Case Studies in Management (IJCSM)*. This special issue showcases fourteen contemporary teaching cases that collectively demonstrate how organisations can pursue innovation, competitiveness, resilience, and sustainable development while remaining firmly anchored in Tawhidic Epistemology and striving towards Ummatic Excellence.

The volume begins with two inspiring organisational transformation cases from Palestine: Al Awda Factories Company: From a Small Family-Run Idea into a Major Industrial Player in the Region and Birzeit Pharmaceutical Company: Maintaining Growth and Resilience in a Challenging Market Environment, illustrating strategic growth through innovation, marketing excellence, and organisational resilience.

Faith-based sustainability is explored through Maahad Riyadus Shalihin: Sustaining a Faith-Based Educational Institution through Waqf, Community Resilience, and Social Enterprise, while cultural preservation in the digital economy is highlighted in Mainan Dulu Dulu Enterprise: Preserving the Cultural Digital Heritage with Ummatic Excellence.

Marketing, digital transformation, and customer engagement receive significant attention through Beyond the Cookie: How Mondelez Malaysia Drives Oreo's Market Leadership and Brand Love in Southeast Asia, From the Classroom to the Marketplace: The Role of Digital Marketing Students in Supporting EntrepWeek's Entrepreneurs, Sustaining Excellence in a Competitive Hospitality Market: A Case Study of Concorde Hotel Shah Alam, Loyal Customers, Limited Reach: The Marketing Analysis of Auras Travel & Tours, and Mahe International Sdn Bhd: Applying Data Analytics to Improve Business Strategy and Market Reach.

Ethical leadership and organisational justice are examined through Agro Vista Food for Amanah (Trust) and Ihsan (Integrity) with the Tyres, the Ban, and the Assistant Manager and Dismissal of Tenured Employee with 'Adl (Justice) at Golden Harvest Distribution, encouraging thoughtful reflection on integrity, procedural fairness, accountability, and human dignity in employment relations.

Strategic renewal and leadership under uncertainty are further explored in Commanditaire Vennootschap Agung Grafika: A Creative Solutions Enterprise with *Ubudiyyah*, while Speak Up or Watch It Fall? The Mega Bake Food Industries Dilemma demonstrates the importance of courageous strategic influence in founder-led organisations. The issue concludes with Global Halal RTE Meals: Strategic Insights from PT Halalan Thayyiban Indonesia (PT HaTI), showcasing how technological innovation, halal values, and global market expansion can be integrated into sustainable business strategy.

Although these cases originate from diverse sectors—including manufacturing, pharmaceuticals, hospitality, tourism, education, food industries, digital enterprises, and social entrepreneurship—they are united by a common aspiration: to cultivate organisations that balance commercial success with ethical responsibility, strategic wisdom, and service to society. The cases challenge students, academics, executives, and policymakers to evaluate authentic managerial dilemmas through multidisciplinary perspectives encompassing strategic management, marketing, finance, human resource management, business analytics, entrepreneurship, and Islamic management.

This volume reaffirms IJCSM's commitment to producing impactful teaching cases that bridge theory and practice while advancing management knowledge through the lens of Tawhidic Epistemology. We hope these cases will stimulate meaningful classroom discussions, inspire responsible leadership, and contribute towards developing professionals who pursue Ummatic Excellence by creating sustainable value, upholding justice, exercising amanah, and seeking the pleasure of Allah SWT in every organisational endeavour.

We express our sincere appreciation to all authors, reviewers, editorial board members, practitioners, and institutional partners whose dedication and scholarly contributions have made this special issue possible. May this volume serve as a valuable resource for educators, researchers, students, and practitioners committed to advancing ethical, innovative, and sustainable management for the benefit of the Ummah and humanity.

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