

Introduction

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In February 2021, London Churchill College still grapples with uncertainties occasioned by the outset of a global pandemic that continues to impact adversely upon teaching, administrative and research activities. Nevertheless, I am very pleased to report that contributors have risen to the challenge and responded positively to ensure the publication of interesting materials in the Journal. The 11 submissions published in Volume 9 demonstrate clearly their commitment, as well as their diverse talents, interests and cultural perspectives.

In Volume 9, *JCD&MS*'s traditional remit to explore issues relating to business, education and health care continues to widen and now encompasses a more diversified array of interesting contributions than has previously been the case. The wider range of contributions demonstrated in Volume 8, which included dissertation research projects produced by students situated in France and articles written by Academics resident in Malaysia, has been expanded to incorporate literary critiques, as well as factual case studies. For the first time, a section featuring literature reviews written by London Churchill College staff members aimed at benefitting students has been included. Articles written by well-established academics situated in the United States have added geographical perspectives to the contributions from Malaysia, and France, initially provided in Volume 8.

Diverse Perspectives

Nick Papé's Editorial, 'Surviving and Transiting 2020: A Year Like No Other Years', provides an interesting perspective on the costs and gains for educational society engendered by the Covid-19 Pandemic. In his view, the focus previously placed upon campus-based learning has given way to virtual modes of learning. Online delivery, in turn, has increased student responsibilities for their own intellectual development and provided opportunities for staff to initiate innovative approaches to teaching and learning. Although it is still too early to render a verdict, increased motivation and improvements in attendance, retention and progression indicate that initial responses to on-line delivery are positive.

Donald Carveth's Article, 'The Immoral Superego: Conscience as the Fourth Element in the Structural Theory of the Mind', explores issues relating to the Superego and Conscience in psychoanalytic theory. In his view, issues relating to the superego, guilt and conscience, largely repressed in the 20th century in favour of other psychoanalytic preoccupations now seem to be resurfacing. Within the article, ideas and

analyses put forward by well-known writers in the field are used to support his claim that concepts such as the superego, ego and conscience, and particularly, conflicts between the superego and conscience, should not be neglected but, rather, form vital components in modern structural theories of the mind.

Nasser Amin's Article, 'The Colonial Politics of the Plague: reading Camus in 2020', provides an interesting analyses and critique of major two works written by Albert Camus: *The Plague* (1947) and the *L'Etranger* (The Outsider, 1942). Nasser's analysis of *The Plague* is particularly interesting, given the comparisons made about a Plague breaking out in Colonial French Algeria and the current Covid-19 Pandemic. In both cases, the actions taken by officials to various social groups in crises periods impacting adversely on all citizens within the affected areas are taken into account. In the *Outsider*, social inequalities and behavioural complexities within colonial structures existing in Algeria are developed further. The article concludes with an analysis of Camus' position as a writer and thinker and his views about the complex and often contradictory nature of humankind.

Dr Mohd Abbas Abdul Razak and Professor Sayed Sikandar Shah Haneef, in their article, 'Globalization and the New Realities in the Muslim World', provide an interesting account of past and present views and practices of globalization from a Muslim perspective. Focus is placed upon exploring Islamic perspectives in respect of good governance, politics and brain drain. In their view, Muslims today should have an open mind to globalization, selecting from the West what is useful and discarding what is not. In turn, the West should refrain from attempting to impose hegemony through globalization and intervention, but, instead, use discussion, negotiation and arbitration as the primary mechanisms for issue resolution.

Literature Reviews

Five staff members in London Churchill College contributed to the exercise. In each case, the authors expressed their own thoughts in respect of the different topics, in addition to citing the works of well-known specialists in the specific subject area.

The Literature Review written by Sisi Wang, Mehfuzul Haque and Golam Faquzzaman, explores the Use of Technology in International Markets. Useful examples of Big Data Technology are provided. In their view, strong technological capability within a country will positively influence an organisation's decision to enter that particular domestic market.

Sohel Rana's Review focuses upon the Challenges and Opportunities faced by organisations wishing to expand into International Markets. His work begins with background information regarding International Business. Thereafter, detailed discussions of opportunities and challenges of entering foreign markets are provided. He concludes that companies planning to expand operations across borders will face challenges and must weigh them carefully against the opportunities envisaged.

Md Shohidul Islam Rajab's Review compares the approaches taken to standardisation and adaptation with respect to distribution strategy in the context of international strategic marketing. The advantages and disadvantages of each approach are set out in detail. In his view, the challenge for global organisations is to determine which approach is best suited to a particular domestic market. Decisions should be made on the basis of careful study and judgements made that ensure the organisation's best opportunities for continued success.

Sraboni Sikder's and Don Dulari Wijesuria's Review looks at Talent Management and the processes that should be taken in developing and implementing an effective strategy for managing talent. In their view, the essential purpose of talent management planning is to ensure that companies can attract and retain the workforce talent required by that organisation. Consequently, planning stages in the Talent Management Cycle are discussed in detail and general problems identified. They conclude that an effective strategy of Talent Management positively contributes to an organisation's success.

Golam Faquzzaman and Tasnim Jahan's Review considers Education and Social Class from a Marxist perspective: in particular, his idea that education serves as a tool to control class domination in Society. The authors apply that view to an analysis of the UK system of education. In their view, through the mechanism of private schools, the elite class continues to retain its dominant position in the UK social order. They conclude, however, that contrary to Marx's view, firmly centred in Capitalist institutions, education is an individual matter, and any new idea or knowledge can be education.

Case Studies

Nicolas Verger's article, 'The Perceptions in France of Higher Education Programmes Taught in English' is drawn from his undergraduate dissertation of the same name, originally submitted as part of the BA (Hons) Degree in Global Business programme validated by Coventry University, delivered in France through a number of RenaSup Centres. His research aim was to discover if a demand existed in France for University Programmes taught in English among students and parents and to find out how recruiters perceived English higher education programmes as compared to French ones. To accomplish his objective, a case study was undertaken involving two groups of students and a group of parents. On the basis of survey results, Nicolas concluded that access to programmes delivered in English was deemed beneficial to students who desired to work in international companies but much less so for those who wished to work only in France.

Nick Papé, Rahaman Hasan and Mazharul Islam in their article 'Transformation Experiences During the Covid-19 Pandemic: Higher Education Institute Case Study', describe the teaching and administrative experiences of London Churchill in responding to the Covid-19 Pandemic. In the March 2020 lockdown, for example, immediate measures had to be taken to transform patterns of delivery from face-to-face to online provision, while still meeting regulators' requirements. To develop strategies and implement requisite

changes, new management entities had to be created. In their view, approaches have been effective. Although some difficulties have been experienced, the College's future looks strong. The online model of delivery has proved popular with students and staff members have adapted well to working from home.

Theoretical perspectives

Anna Stetsenko's article, 'Theory for and as Social Practice of Realizing the Future: Implications from a Transformative Activist Stance' (TAS), makes the case that TAS, with its emphasis on human agency in creating and transforming one's own world, and, through collective endeavour, transforming the world in general, provides a welcomed alternative to models of psychology that emphasise facts and adaptation. In the TAS model, people are not only agents and creators of their own lives and development but also, by virtue of collaborative ventures, of the world they live in. The views expressed by Vygotsky, particularly in respect of social equality are used to demonstrate and support the author's arguments for central points within TAS. Anna reminds the reader that the world is not just a given that exists independently of what individuals do, it must be understood as continually changing because of what people do in their individual lives and in their collaborative practices.

These descriptions illustrate the wide-range of topics that can be accommodated comfortably within the *JCD&MS* remit. Interested parties are encouraged to submit contributions to the Journal. Instructions are set out in the 'Guidelines for Journal Contributors', which appears as the final entry in this volume.

On behalf of the editorial team,

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