

# FOREWORD

**Prof Den Huan Hooi**

Guest Editor  
The Retail and Marketing Review

Nanyang Business School  
Nanyang Technological University, Singapore

## Special Covid Edition: Volume 16 Issue 3 (2020)

The environment is RUDE:

R – Rapidly changing, and at times, Ruthless

U – Uncertain, and at times, Unpredictable

D – Dynamic, and at times, Disruptive

E – Engaging, and at times, Enabling

It is more so today, than yesterday and tomorrow may be more so, than today. Thought leaders and practitioners in retail and marketing, will need to continuously come out with new ideas, models, frameworks, principles and practices. Innovative thinking and Innovations will be key drivers for sustainability and growth, supported by the 4Ps of the Entrepreneurship Spirit – Purpose; Passion; Perseverance; Principles.

It is timely indeed to have an issue of the Retail and Marketing Review, that addresses some of the most pressing challenges – some of which are expected, such as digitalisation and some of which are unexpected, such as COVID 19 (which none had heard of, just more than a year ago).

The knowledge in the various articles in this issue, is useful not to just cope with the challenges, but also an inspiration for those who wish to turn threats into opportunities.

Challenging times provide us with a greater impetus to review our thoughts and our actions and this journal is an excellent platform for all to share with, and learn from, each other, regardless of whether our opinion converge.

I began this foreword by saying that the environment is RUDE and I end it, by saying that especially in a RUDE environment, competition is not your number one enemy - Status Quo is enemy number one!