

# Call for Paper

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## Scope of Papers

The BERJAYA Journal of Services & Management is the official publication of the BERJAYA University College. It provides an avenue for members of both its academic as well as non-academic staff to publish their views and scholarly findings arising from research conducted by themselves or in collaboration with others.

The journal also avails itself for contributors from outside BERJAYA University College to publish novel experimental and theoretical work in any area of the service industries and management. High quality papers on theoretical developments and practical applications in these areas are particularly welcome. Papers are solicited from, but not limited to, the following topics:

- Culinary arts;
- Hospitality;
- Liberal arts;
- Tourism;
- Business and services;
- Creative industry;
- Management.

## Submission Guidelines

All submissions should be directed to:

The Editor  
BERJAYA Journal of Services & Management,  
c/o BERJAYA University College of Hospitality,  
Level 11 West, Berjaya Times Square,  
No. 1 Jalan Imbi, 55100 Kuala Lumpur, Malaysia.

Website : <https://journal.berjaya.edu.my/>

A soft copy of the paper in Microsoft Word document (.doc) must be sent via email to the [editor@berjaya.edu.my](mailto:editor@berjaya.edu.my) or [chung.jeefenn@berjaya.edu.my](mailto:chung.jeefenn@berjaya.edu.my)

## Important Dates/Deadlines

- **Paper submission:** 31st May.
- **Author notification:** 30th June.
- **Journal publication:** 31st July.