

Call for Paper

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Aims and Scope

The BERJAYA Journal of Services and Management is a peer-reviewed journal and is the official publication of the BERJAYA University College. It provides a forum for the exchange of ideas and information from the diverse range of socio-economic, political, cultural, environmental and other disciplines associated with services and management issues in our contemporary world. The journal welcomes international and Malaysian academics to publish their views and scholarly findings arising from their research conducted by themselves or in collaboration with others.

The journal also avails itself for contributors from BERJAYA University College to publish their works 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
- Tourism
- Events Management
- Communication & Media Studies
- Business
- Marketing
- Business Management
- Education

Submission Guidelines

E-mail a soft copy of your submission in Microsoft Word document (.doc) to: editor@berjaya.edu.my

Important Dates/Deadlines for the July 2023 issue of BJSM

☞ Paper submission: Editor must receive it latest by 11:59 pm of 1 June 2023

☞ Author notification: 10 July

☞ Journal publication: 31 July

Please note that your paper is not guaranteed publication in the July 2023 issue even if the Editor received your submission before the end of 1 June 2023.

Fill in and Sign the Certificate of Originality Form

Follow instructions given in the form that can be found on the BJSM website.