

## Foreword

We are very pleased to present this special issue of the International Journal of Economics and Management (IJEM). This special issue is a compilation of selected Business Management and Hospitality and Tourism papers that were presented at the National Research & Innovation Conference for Graduate students in Social Sciences (GS-NRIC) held on the 5th -7th December 2014. These selected papers were subjected to the peer reviewing process like any other manuscripts intended to be published in a scientific journal. The GS-NRIC 2014 was a collaboration between Universiti Putra Malaysia and the Ministry of Education (MOE). True to its theme 'Empowering Sustainable Development through Knowledge and Human Advancement' the GS-NRIC 2014 aimed to provide a platform where postgraduates' students showcase their research to contribute to the advancement of knowledge as well as being impactful economically and socially for the betterment of society.

The first paper of this issue entitled 'Measurement for Supply Chain Collaboration and Supply Chain Performance of Manufacturing Companies' by Hassan Barau Singhry, Azmawani Abdul Rahman and Ng Siew Imm investigated the supply chain (SC) management processes of manufacturing firms in Nigeria. The authors looked at the relationship between SC collaborative process and SC performance of manufacturing companies from the perspective of their top managers. They found that though (SC) depends on the integration of people, technology, and information, collaboration remains essential in building integrated and sustainable SC.

The next paper 'The Influence of Communication, Empowerment and Trust on Organizational Ethical Climates' by Tan Houn Chien and Ho Jo Ann examined the influence of communication, empowerment and trust on three different ethical climates in a Malaysian organization namely egoistic - local climate, benevolent - local climate and principled - local climate. The results demonstrated that communication did not significantly influence all three ethical climates. On the other hand empowerment was positively related to a benevolent-local climate while trust was positively related to both benevolent-local and principled-local climates. Thus when an organization would like to stimulate a benevolent ethical climate, promoting empowerment and trust between employees is necessary. Meanwhile, when an organization would like to elicit a principled-local ethical climate, the aspect of trust between employees is essential.

'Embracing Psychological Well-Being among Professional Engineers in Malaysia: The Role of Protean Career Orientation and Career Exploration' is the third paper. Norizan Baba Rahim and Siti-Rohaida Mohamed Zainal studied the impact of protean career orientation and mediating effect of career exploration

on the psychological well-being among professional engineers in Malaysia. The results indicated that protean career orientation has a positive influence on career exploration. The reason behind this positive relationship is that protean careerists are more particular about their own career goals, and they more likely to act for themselves rather than for their organization. Thus it is not a surprise that they are more proactive in the management of their career.

The fourth paper ‘The Impact of Tourism Service Quality on Satisfaction’ by Khairunnisak Latiff and Ng Siew Imm examined the relationship between tourism service quality with overall satisfaction, intention to revisit and willingness to recommend to relatives and friends among foreign tourists who visited Kuala Lumpur. The study found that there is a significant relationship between accommodation service quality, hospitality, entertainment, transportation, taxi service quality and overall satisfaction. In addition there is a significant relationship between overall satisfaction and intention to revisit Kuala Lumpur. The study found significant relationship between overall satisfaction and willingness to recommend Kuala Lumpur to friends and relatives.

The fifth paper ‘Factors Determining Visitors’ Willingness to Pay for Conservation in Yankari Game Reserve, Bauchi, Nigeria’ by Abdullahi Adamu , Mohd Rusli Yacob, Alias Radam and Rohasliney Hashim investigated factors that determine the local visitors’ willingness to pay (WTP) for conservation in Yankari game reserve, Bauchi, Nigeria. The results showed that age, gender, income, level of education and first-time visit are the significant determinants of visitors’ willingness to pay. Consequently this shed light on the need to target the right market segment in order to increase the revenue for conservation in the game reserve.

‘Factors Affecting Office Rent in Kuala Lumpur (KL)’ by Cheah Jun Hwa, Ng, S.I., Teoh, Kenny G.C. and Lee, C. the sixth paper, looked at the strategies to improve rent performance for office space in the Golden Triangle Kuala Lumpur (GTKL). Although there are an oversupply of office space in the GTKL area the results suggested that the office building rental performance can be improved if the building management charges lower rent to longer-stay tenants, attracts more foreign-owned or bigger-sized firm and gets Multimedia Super Corridor (MSC) or Green certifications.

The seventh paper entitled ‘Cooking up a Storm! Rising above Challenges in Regulated Food Standards’ by Mazni Saad, Mohd Faiz Foong Abdullah, Mohamed Azam Mohamed Adil and Mohd Fuad Mohd Salleh examined the performance level of food prepared according to the Ministry of Health’s regulated food standards offered in six government institutions. Variables analysed were food appearance, taste, temperature, variety, and quality. The findings revealed that the food handlers seemed satisfied with the quality of food prepared; that it is hygienic, delicious

and has variety. The food purveyors thought otherwise. They expressed boredom not only with the repetitive menu but also the food that is often cold, tasteless and unappetising.

The final paper ‘Halal Food Supply Chain Knowledge and Purchase Intention’ by Fara Adura Mohd Yusoff, Raja Nerina Raja Yusof and Siti Rahayu Hussin examined the influence of halal supply chain knowledge on Muslim and non-Muslim consumers’ intention to purchase halal food products. The supply chain knowledge investigated includes knowledge of halal feed, the halal slaughtering process, halal handling and storage, halal packaging, halal logistics, and halal retail. The study found that knowledge of halal slaughtering, storage, and packaging, in particular, are among the best predictors of consumers’ purchase intention for halal food. However, in terms of the supply chain, knowledge of the process tends to be focused around people in the industry and not general consumers.

We would like to thank the contributors as well as the reviewers for their commitment and patience which made this IJEM GS-NRIC (Business Management & Hospitality and Tourism) 2015 a successful endeavor. It is hoped that the publication of this special issue would be an encouragement for postgraduates’ students to produce many more good quality social sciences research that are insightful for academics and layman alike.

#### **Guest Editors**

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