

## Message by Chief Editor

I am delighted to introduce to you the new *International Journal of Service Management and Sustainability* (IJSMS) of Universiti Teknologi MARA (UiTM) Sarawak, MALAYSIA.

UiTM Sarawak, with the kind and professional assistance of UiTM Malaysia, is privileged to publish this inaugural issue of IJSMS in December 2016. IJSMS will publish two issues in a year (June and December). The national library of Malaysia, Perpustakaan Negara Malaysia, has granted IJSMS the required ISSN number and we will also be given the e-ISSN number for online publication through UiTM Sarawak's website.

With the trust from our Rector (Professor Dato Dr. Jamil Hamali), strong support from our respected advisory editors (Prof. Dr. Jay Kandampully, Tan Sri Datuk Amar (Dr) Hamid Bin Bugo, Prof. Dr. Jochen Wirtz, Prof. Dr. Ernest de Run, Prof. Dr. Nagarajah Lee, Prof. Dr. Kiyomet Tunca, Prof. Dr. Yutaka Yamauchi and Prof. Dr. Tan Kay Chuan), kind assistance and co-operation from all the editors (content and language), reviewers as well as the administrative and publishing teams, we have successfully published this meaningful international scholarly journal to benefit the international as well as the local researchers, academia, students and practitioners for better service management and sustainability towards a better quality of life. I am truly thankful to all of you.

IJSMS aims to continuously and consistently call for, review, edit and publish quality manuscripts/papers to ensure better service management and sustainability for all. The various sustainable service management topics include but are not limited to: service management and marketing, service economics, customer service quality, service product development, service integrity and ethics, service recovery, service sustainability, service innovations, service operations management, corporate social responsibility and others. The economic sectors cover tourism, healthcare, education, ICT, banking and finance, professional services, public and social services, sports, logistics, manufacturing as well as NGOs.

It is believed that the consistent and continual offerings of new and improved services and related products (can be physical goods) are essential for better quality of life. Every individual, organisation or sector (or every business) is serving the targeted customers/stakeholders to a certain extent, and the service adds value to the served. What they have, what they do and how they do things/processes really matter.

There were manuscripts received from different parts of the world and this first issue contains the selected few. The authors are from United States of America, Indonesia, Australia and Malaysia. All these manuscripts were double-blind reviewed and edited accordingly.

We are proud to serve and share. We are thankful and look forward to receiving your continuous support for research and publication excellence.

‘Service is everybody’s business, everybody’s business is service’

**Associate Professor Dr. Voon Boo Ho**  
*Universiti Teknologi MARA Sarawak*