

BMR Vol.1 No. 1, 2023

# BMR

**BORNEO MANAGEMENT REVIEW**

An International Journal of MASA

**MASA**  
Institute of Management Sarawak  
*Since 1993*



## **Borneo Management Review**

Borneo Management Review (BMR) is the international and peer-reviewed journal of the Institution of Management Sarawak (MASA). It is an online and open-access journal to promote sustainable management for shared prosperity in Borneo and the nations. Original, unpublished, and unreviewed manuscripts from Borneo and other parts of the world are most welcome. Two issues will be published in a year (May & November) with November 2023 as the inaugural issue.

BMR is an online journal published by the Institute of Management Sarawak (MASA). The articles on this site are available in full article and free of charge to readers.

### **Aim and Scope**

Borneo Management Review (BMR) of Institution of Management Sarawak (MASA) is an international peer-reviewed journal aims to publish high quality papers related to sustainable management. The original and unpublished manuscripts on management, leadership, governance, innovations, best practices, and sustainability practices of the public and private sectors as well as NGOs are welcome. The research-based manuscripts, reviews and case studies can be on the public service, education, healthcare, tourism, logistics, agriculture, sports, and small and medium-sized enterprises (SMEs) sectors in Borneo and other parts of the world. The manuscripts/papers include studies of organizations/institutions, leadership, strategy, process, technology, customer service, performance measurement and management, finance, human resource management, ethics, digital initiatives and applications, research and development, sustainability practices, and more. Manuscripts based on sustainable management topics related to or empirical research done in Borneo are welcomed. The manuscripts will be peer-reviewed and edited accordingly. The accepted papers will be published in **May** and **November**. The papers will be published online for open access. No processing or publication fee will be charged to the author(s).

**Chief Editor:** Prof. Dr. Voon Boo Ho (Marketing & Service Management, UiTM, Sarawak, Malaysia)

**Assistant Chief Editor:** Assoc. Prof. Dr. Kuldip Singh (Administrative Science & Policy Studies, UiTM, Sarawak, Malaysia)

**Managing Editor:** Dr. Jee Teck Weng (Management, Swinburne University of Technology, Sarawak, Malaysia)

### **Co-Managing Editors:**

Dr. Lee Wen Chiat (Economics, UiTM, Sarawak, Malaysia)

Elizabeth Caroline Augustine (Administrative Science & Policy Studies, UiTM, Sarawak, Malaysia)

### **Advisory Board:**

Datu Dr. Muhammad Abdullah (MASA, Malaysia)

Prof. Dato Dr. Jamil Hamali (UiTM, Malaysia)

Prof. Dr. Lo May Chiun (UNIMAS, Malaysia)

Prof. Dr. Firdaus Abdullah (UiTM, Malaysia)

Prof. Peter Tozer (Massey, New Zealand)

Prof. Dr. Yutaka Yamauchi (Kyoto, Japan)

Prof. Dr. Satyendra Singh (Uni. of Winnipeg, Canada)

**Editors:** Prof. Dr. Corina Joseph (Corporate Governance, UiTM, Malaysia), Prof. Dr. Nur Indrianti (Service Management, Indonesia), Assoc. Prof. Dr. Margaret Chan Kit Yok (Agriculture, UiTM, Malaysia), Dunstan Chan (Law, Institute of Management Sarawak, Malaysia), Assoc. Prof. Dr. Ting Siew King (Economics, UiTM, Malaysia), Assoc. Prof. Dr. Lew Tek Yew (HRM, Curtin University of Technology, Malaysia), Dr. Yusman Yacob (Management, UiTM, Malaysia), Prof. Dr. P. Raja (Management, India), Assoc. Prof. Dr. Shan Bin (Management, Ningxia, China), Assoc. Prof. Dr. Abang Azlan Muhamad (UNIMAS, Malaysia), Assoc. Prof. Dr. Grace Phang Ing (Management, University Malaysia Sabah), Dr. Au Thien Wan (IT, Brunei Darulsalam), Dr. Fany Inasius (Taxation, Indonesia), Dr. Komathy Wasudawan (Economics, Swinburne University of Technology, Australia), Assoc. Prof. Mathew Greenwood-Nimmo (Finance, University of Melbourne, Australia), Prof. Umarani (Management, India), Dr. Gerda Mihhailova (Service Design), University of Tartu, Estonia.

### **Language Editors**

Dr. Sueb Ibrahim, Dr. John Francis, Ng Kui Choo, Teo Ai Kiat, Aiza Johari, Nooramali Mohd Jennis, Affidah Morni, Ch'ng Looi Chin, Saira Joe, Abang Fhaeizdhyall Abang Madaud, Lilly Metom

**Copy Editors** Nor Azizah Julaihi, Voon Li Li, Ling Siew Ching

### **Website & System**

Candy Voon (MASA), Adib Sharkawi (Website, UiTM), Dr. Lee Beng Yong (System, UiTM)