
Issues and Perspectives in Business and Social Sciences

Editor's Note: Welcoming remarks

On behalf of Faculty of Business, Multimedia University and MMU University Press, I am delighted to present to you the inaugural issue of the journal Issues and Perspectives in Business and Social Sciences (IPBSS). IPBSS is an open-access online journal that welcomes and recognises empirical and theoretical original research papers, review papers, conceptual framework, analytical and simulation models, case studies, empirical research, technical notes, and book reviews from researchers, academicians, professional, practitioners and students from all over the world. IPBSS aims to critique, discuss, and find solutions to business and social science issues while providing an avenue for researchers and practitioners to share their experiences and findings, so as to extend and enhance knowledge. The journal advocates new and differing perspectives in business and social sciences, interdisciplinary studies and gives higher priority to fresh thinking and perspectives that are new, differing and thought provoking.

This inaugural issue owes much to many individuals. Appreciations are due first to Multimedia University for the various supports that have led to the publication of IPBSS. A special thank you to Associate Professor Dr. Gerald Goh Guan Gan, whose idea has led to the germination of IPBSS and the vision it carries. Appreciations are also due to Dr. Madhubala Bava Harji who has headed the committee that drew up the initial groundworks and shaped the important facets of the journal. As peer review is vital in the assessment of submitted papers, I am duly grateful to the reviewers who have graciously provided their comments and recommendations. I also thank the associate editors who has worked hard to ensure the production of this inaugural issue. Finally, I thank all submitting authors, who have strived in the production of their work, and have chosen IPBSS as the journal they would like to publish in.

Zauwiyah Ahmad

Editor-in-Chief

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