

CALL FOR PAPERS

JURNAL PENGURUSAN THEMED ISSUE:

Theme: “Creating and Delivering Service Value through Transformative Service”

JURNAL PENGURUSAN (UKM's Journal of Management) is an international scholarly journal indexed in SCOPUS and published by Penerbit UKM, Universiti Kebangsaan Malaysia.

The service industry has grown exponentially in the Asian region since the mid-20th century, and in many countries it now constitutes the most vital component of the economy. The service sector accounts for more than 70 percent of the gross domestic product of economically advanced as well as developing countries. Levels of expectations of service performances are rising as consumers grow wealthier, are better informed and travel more. To stand out from the intense competition and to build a loyal clientele, service companies should strive to improve their service delivery or performances by providing exceptional value to their customers. With the stiff competition and rapid growth in the service industry, interest is also growing among practitioners and academics in learning what the values are and how they should be created, communicated, and delivered to the customers.

Despite a proliferation of studies on the service industry, systematic studies focusing on the various aspects and dimensions of “value creation” have received relatively little attention in the literature. This “Call for Papers” announces a Themed Issue with a theme “*Creating and Delivering Service Value through Transformative Service*”. Transformative service research has been generally defined as service research that focuses on “creating uplifting changes and improvements in the well-being of both individuals and communities”. The main purpose is to enhance the quality of life of current as well as future generations via service provisions. Thus, the goal of this themed issue is to provide a body of knowledge that explains the relationships and impacts of the service value offered to the market in improving the well-being of both the individual customer and overall society. Papers are expected to focus on issues, problems, or contexts related to service value, transformative service, or the integration of the two constructs. We also welcome papers that adopt an inter-disciplinary approach, integrating known (or the proposal of new) marketing, finance, and management theories with services theory. This themed issue pursues manuscripts related to topics including, but not limited to:

- Creating and enhancing tools for capturing the value in use for transformative service
- The roles of technology or social networks in value creation and delivery process
- Employees' roles and participation in value creation and delivery
- Sustainable marketing, service value, and transformative service
- Cross-cultural studies related to service value and transformative service
- Ethical issues in transformative service
- Quality issues in value creation and delivery
- E-service and service value
- The impacts of service value offerings on organizational, customers or society well-being
- Managing service operations to provide better service value
- Internal and/or external value co-creation process
- Communicating and promoting service value and/or transformative service

- The relationships between service culture, climate and service value
- Branding strategy and service value
- CRM and service value
- Selling strategy and service value
- Value creation in the offerings of financial services
- Transformative service for successful growth of the SME sector

Deadline: The deadline for submission of papers for this themed issue is **30 April 2012**.

Submission Details: Please submit the manuscript as an e-mail attachment in MS Word to one of the co-editors for this themed issue. Please indicate clearly in the e-mail that the submission is for the themed issue. The reviewing process will be similar to that used for the normal publication of the journal.

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INFORMATION FOR CONTRIBUTORS OF *JURNAL PENGURUSAN*

SUBMISSION PROCEDURE

Manuscripts must be original and must not have been previously published or be under concurrent consideration elsewhere. The *Journal* will accept submissions in masked (blind) review format only; authors should ensure that, other than the title page, the manuscript itself contains no clues to their identities. Manuscripts must be written in English.

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REFEREEING

Manuscripts are subject to a double-blind review process and are reviewed by at least two independent reviewers. Decisions regarding the publication of a manuscript are based on the recommendations of these reviewers. Reviewers evaluate manuscripts based on their appropriateness for the *Journal*, significance of contribution to the discipline, conceptual adequacy, technical adequacy, and clarity of presentation. Manuscripts of members of the editorial board are subjected to the same review procedures.

MANUSCRIPT PREPARATION GUIDELINES

Authors should prepare their manuscripts according to the guidelines provided in this section. Manuscripts not prepared according to these guidelines may be returned for revision prior to any editorial consideration.

Typing

Manuscripts should be typed double-spaced on only one side of the paper. The type on paper should be clear and readable. Use wide margins of at least 1 inch (2.54 cm) at the top, bottom, right, and left of every page.

Title Page and Abstract

Each copy of a manuscript must include a separate title page, which should be the first page of the manuscript. The title page should contain the title of the paper and the author's name, affiliation, address, phone number, fax number, and E-mail address (if available). Title of the paper must be provided in both English and Malay version. If your manuscript is in English (Malay), the Malay (English) version should be placed right below the English (Malay) version and in the italic form.

Any author notes (e.g., acknowledgements, disclaimers, special agreements concerning authorship, special circumstances regarding the study) should also be typed on the title page. The title page will be removed before the manuscript is sent out for review.

All manuscripts must include an abstract *not exceeding 150 words* (one version in the English language and one version in *Bahasa Melayu*). Type the two versions of the abstract together on a new page (i.e., the page after the title page). Also, type the title of the paper centred at the top of this abstract page.

Headings

Main headings should be used to designate the major sections of a paper. Centre main headings and type in all uppercase letters. Type *secondary headings* flush left using uppercase letters. *Paragraph headings* should begin with a standard paragraph indentation and be typed in lowercase letters (except for the first letter of the initial word). End paragraph headings with a period and begin the text on the same line. Do not break up a page to start a new heading.

Illustrations and Tables

Illustrations and tables should supplement the text and not duplicate it. Because they are more expensive to prepare for publication than text, use them judiciously. All charts, graphs, drawings, and other illustrations should be referred to as figures. Figures should be numbered and titled following the format for tables (described below). However, the title for the tables should be placed on top of the tables while for figures, the title should be placed below. Authors should be prepared to supply final camera-ready prints for all figures at the time the manuscript is accepted for publication.

Begin each table on a separate page and number tables consecutively in the order in which they are first mentioned in the text. Each table should have a title (in uppercase and lowercase letters), centred at the top of the table, that is preceded by the word TABLE and its number (use Arabic numerals). Example:

TABLE 3. Descriptive statistics and correlation matrix

Notes to a table should be placed below the table. General notes that explain the table as a whole should be designated by the word *Note* followed by a colon. Specific notes that refer to a particular column, row, or individual entry are indicated by superscript lowercase letters. Probability notes indicate level of statistical significance and can be designated by asterisks and daggers (e.g., $*p < .05$, $**p < .01$, $\dagger p < .10$). Begin each type of note (general note, specific note, and probability note, in that order) on a new line, flush left.

In the text, refer to every table and figure by their numbers (e.g., “see Table 3”) and discuss only their highlights. Never write “the table below” or “the figure on page 8” because the position and page number of tables and figures cannot be determined until the typesetter makes the pages.

Footnotes/Endnotes

Footnotes are not recommended. Endnotes should be used only if absolutely necessary and must be numbered consecutively throughout the manuscript with superscript Arabic numerals. On a separate page, type the text for endnotes in the order in which they are mentioned in the text.

Appendixes

Lengthy but essential information (e.g., sample questionnaire, technical notes on method, a large table) should be presented in an appendix. Begin an appendix on a separate page, and type the word APPENDIX centred at the top of the page. If they are multiple appendixes, label each one alphabetically: APPENDIX A, APPENDIX B, etc. In the text, refer to appendixes by their labels (e.g., “see Appendix A for questionnaire items”). Provide each appendix with a title.

Reference Citations

All entries in the reference list must be cited in text. Cite references in text using the author-date method [e.g., Kromkowski (1999)]. If a work has two authors, always cite both names every time the work is referred to in the text. If a work has three to five authors, cite all authors the first time the reference occurs; in subsequent citations, include only the name of the first author followed by “et al.” and the year. For works with six or more authors, use only the name of the first author followed by “et al.” and the year whenever the work is cited (in the reference list, however, all names must be given). Page numbers should be provided when specific arguments or findings of authors are paraphrased, summarised, or directly quoted. Examples:

First citation in text

Low and Yong (2011: 121-132) argued that

Leuz, Nanda and Wysocki (2003) found

Subsequent citations

Fauzias and Yong (2011: 121-132) argued that

Leuz *et al.* (2003) found

For parenthetical citations of two or more works, use *alphabetical ordering and ampersands (&)*. Separate each cited work by semicolons except for multiple works by the same authors which must be separated by comas.

Example:

Several researchers (e.g., Bushee 2001; Darrough & Rangan 2004, 2010; Norman & Kamran 2005; Shen & Chih 2005; Woitke 2002) supported this argument.

Reference List

An alphabetically-ordered reference list should be included at the end of the manuscript. All references cited in text must appear in the reference list. Authors are responsible for the accuracy and completeness of all information in a reference.

Several references by the same author(s) should be ordered chronologically (earliest date first). Multiple references to works by an identical author(s) with the same publication date should be arranged alphabetically by the title that follows the date (excluding A or The) and differentiated by adding lowercase letters (a, b, c, etc.) immediately after the year. For periodicals, include an issue number only if the pages of the periodical are not numbered consecutively throughout the volume (i.e., if each issue begins with page 1).

Begin the reference list on a new page and type the word REFERENCES centred at the top of the page. Type each entry using a hanging-indent format and follow the reference style of the examples below.

Books and book chapters

- Black, F., Jensen, M.C., & Scholes, M. 2002. The capital asset pricing model: some empirical tests. In *Studies in the theory of capital markets*, eds. M.C. Jensen & R.A. Rozeff, 201-239. New York: Praeger.
- Brigham, E.F., Gapenski, L. & Ehrhardt, M.C. 2010. *Financial management: theory and practice* (13th ed.). Fort Worth: The Dryden Press.
- Maddala, G.S. 2001. *Introduction to econometrics* (3rd ed.). Chichester: John Wiley & Sons.

Periodicals/Journals

- Abdullah, A. Razak & Muhammad A. Affandi. 2011. The future of the Gen-X entrepreneurs. *Malaysian Business*, 31 May, 123.
- Acharya V.V. & Pedersen, L.H. 2005. Asset pricing with liquidity risk. *Journal of Financial Economics* 77: 375-410.
- Davis, J.L., Fama, E.F. & French, K.R. 2000. Characteristics, covariances, and average returns: 1929 to 1997. *Journal of Finance* 55(1): 389-406.
- Hodrick, R.J. & Zhang, X. 2001. Evaluating the specification errors of asset pricing models. *Journal of Financial Economics* 62: 327-376.

Proceedings, presented papers, and dissertations

- Locke, E. A., Durham, C. C. & Poon, J. M. L. 1995. Knowledge seeking as a group strategy to attain goals. In *New developments in group dynamics and group effectiveness*, E. A. Locke (Chair). Symposium conducted at the annual meeting of the Society of Industrial and Organizational Psychology, 18-20 May, Orlando, USA.
- Mansor H. Ibrahim & Rusmawati Said. 2011. Disaggregated consumer prices and oil prices pass-through: evidence from Malaysia. *Proceedings of the VI Malaysian National Economics Conference: Vol. 1*, edited by Mansor Jusoh, Nor Aini Idris, Tamat Sarmidi, Mohd. Adib Ismail & Ahmad Mohd Yusof, 5-7 June. Malacca, Malaysia, 296-305.
- Nor Azizan Che Embi. 2010. *An examination of the initial performance of Malaysian shariah-compliant IPOs*. PhD. Diss., Universiti Kebangsaan Malaysia, Selangor, Malaysia.
- Poon, J. M. L., Stevens, C. K. & Gannon, M. J. 1996. *Effects of learning style and training method on reactions to cross-cultural training*. Paper presented at the annual meeting of the Academy of Management, 12-15 August, Cincinnati, USA.

Electronic reference

- Bartol, K. M., Koehl, D. & Martin, D. C. 1987. Quantitative versus qualitative information utilization among college business students. [CD-ROM]. *Educational and Psychological Research* 7: 61-74. Abstract from: SilverPlatter File: PsycLIT Item: 75-24812.
- Funder, D. C. 1994(March). Judgmental process and content: Commentary on Koehler on base-rate [9 paragraphs]. *Psychology* [On-line serial], 5(17). Available E-mail: psyc@pucc Message: Get psyc 94-xxxx

Order of the Manuscript Pages

Arrange the pages of the manuscript as follows: Title page, abstract, text (including tables and figures), endnotes, references, appendixes.