IRSSM-6
The 6th International Research Symposium in Service Management
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“Service Imperatives in the New Economy: Service Excellence for Sustainability”

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PREFACE

Service plays a significant role in the economy as it lies at the very hub of the business activity of a country and every business in the marketplace. Irrespective of where we live, service sectors permeate every aspect of our daily lives. The global advancement of service knowledge and practice is imperative in motivating the next generation of service researchers, teachers and practitioners. As such, International Research Symposium in Service Management (IRSSM) hopes to bring together researchers, teachers, practitioners and students from various service sectors and provide them with a unique forum to share the latest theories and practices prevalent in dynamic service economies. It also illuminates the latest thinking in service, combined with aspects of technology, social sciences, and business.

The 6th International Research Symposium in Service Management (IRSSM-6) was successfully organised by Universiti Teknologi MARA (UiTM) Sarawak on 11-15 August 2015 in Kuching (Sarawak, Malaysia).

The overwhelming success of this symposium was mainly due, first and foremost, to the faith and confidence of the Chair (Professor Dr. Jay Kandampully) in our ability to perform, the strong support from our respected Rector (Professor Dato Dr. Jamil Haji Hamali), the concerted efforts of members of the Service Research Group (ServGroup) UiTM Sarawak as well as selfless contributions from many other individuals whom we are unable to name here due to space constraints. Without these wonderful people, this meaningful international event, which had benefited much the international as well as the local researchers and practitioners in terms of service excellence, might still remain as a wish. We are truly thankful to all.

The guest of honour for IRSSM-6 was The Honourable Datuk Amar Abang Abdul Rahman Zohari Bin Tun Abang Haji Openg (Minister of Housing and Minister of Tourism, Sarawak). We were also honoured to have Professor Dr. Jay Kandampully (Ohio State University, USA), Professor Dr. Jochen Wirtz (National University of Singapore), Professor Dr. Byron Keating, Professor Dr. Alison Dean, Associate Professor Dr. David Solnet to join us here in Kuching. Besides, the distinguished panelists made this symposium more meaningful and significant. Thanks to Tan Sri Datuk Amar (Dr.) Hamid Bugo, Mr. Nasir Khan Istiar Hussain Khan, Mr. William Patrick Nyigor and Mr. Zulkefli Abdul Rahim.

The theme for IRSSM-6 was “Service Imperatives in the New Economy: Service Excellence for Sustainability.” More than 120 abstracts/papers were submitted by authors from different parts of the world. This international symposium had facilitated the sharing of service management knowledge, skills and experiences among the participants for service excellence and sustainability. Nevertheless, less than 100 reviewed full-papers were presented and revised, then eligible to be sent for publication in Elsevier's Procedia of Social and Behavioral Sciences (ScienceDirect).
We would also like to express our deep gratitude for the kind support from the Sarawak government, Sarawak Convention Bureau, The University of Queensland (Australia), St John’s University (USA), Radboud University (Netherlands) and others. The editors, reviewers, secretariat, and various working committees had indeed contributed very much to IRSSM-6. A special thanks also to the staff of Elsevier. We thank all for the tireless support and participation in IRSSM-6, for service excellence and sustainability.

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