**Virtual Visiting Professor Report and Discussion Notes:**

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| **Topic-** | **Publishing as a Graduate Student** |
| **Date-** | **Saturday, 11th December 2021** |
| **Venue-** | **Via Zoom** |
| **Resource Speaker-** | **Assoc. Prof. Dr. HIRAM TING** |
| **Chairperson-** | **Assoc. Prof. Dr Warangkana Jutidamrongphan** |

**Lecture Notes:**

**Dr. Hiram** is an Associate Professor in the Faculty of Hospitality and Tourism Management, UCSI University. He is also the Vice President of MAG (Marketing in Asia Group) Scholar and the Chairman of the Sarawak Research Society (SRS), a scholarly NGO established to nurture rising researchers and provide platforms for networking and collaboration between academics, practitioners, and communities. Being the Managing Editor of the Asian Journal of Business Research (AJBR, indexed in SCOPUS, listed in ERA, ranked in ABDC), Editor-in-Chief of the Journal of Responsible Tourism Management (JRTM) as well as an Advisory Board and Editorial Board member of a number of local and international journals, such as Young Consumers, Journal of Global Marketing, Journal of Consumer behavior, Journal of Global Scholars of Marketing Science and British Food Journal, he has been actively involved in multidisciplinary behavioral research and consultancy projects, covering topics related to generation marketing, consumer behavior, tourism, hospitality, and management.

He talks about his experiences which is a considerate specialist article publication and, the importance of publishing an article:

You don’t really understand what you have discovered until you writhe it up!

When you submit an article for publication, you get back reviews from colleagues ( assuming you sent your manuscript to a real journal); these reviews can often be very helpful and sometimes point out mistakes or shortcomings in your logic.

When you share your results via publication, you become part of the scientific community. You benefit from the exchange of ideas and learn about what others have already done.

To prove to the funding agencies that we actually did something with the money

To show our employers that we are doing something worthwhile with all the time we have when we’re not teaching.

He further discussed the changes in the sell development trend:

* To improve your skills in writing about something and let others know about it
* To satisfy your curiosity/passion about something and let others know about it.
* To network and make friends, build progressive collaboration with others.
* To get connected to seasoned researchers ( such as editors) and work with them.
* To make a real and consistent impact by transferring knowledge to practice.

Where to start and source for a new idea:  
 - Good research starts with observation and experience

- Good research can also come from a good research topic

- Good research topic come from a good knowledge of the literature

- Good knowledge of the literature starts with a lot of reading.

He discussed the research plan of his organization in four steps.

Step One: Review of existing sustainability documentation – Review of all existing policies and procedures in place, on both a property-specific and group level. This will include but is not limited to, a review of documents, such as - Recruitment guidelines - Health and safety policy - Modern slavery policy - Purchasing policy

Step Two: Sustainability Review - Using an online questionnaire to ascertain the current performance level in relation to international Environmental, Social, and Governance (ESG) principles. This review will be developed to ensure alignment to the UN Sustainable Development Goals, the EU Taxonomy framework, or other international guidelines and can be used to identify gaps in the hotel portfolio’s performance.

Step Three: Review of historic resource consumption data - To help ensure the ambitions created are realistic and achievable, Considerate Group will gather and review historical consumption data (water, electricity, gas, waste) where available.

Step Four: Informal interviews with key stakeholders – To ensure all key management team and board of director voices are equally heard, virtual interviews are set up. These informal sessions will include identifying the main opportunities and challenges for adopting a more unified and progressive strategy.

He further elaborated on advisory which is a journal publication framework/strategy development which is important to all students.

At the last of his session, he referred few more case studies of hir journals and, research. He emphasized the adoption of a plan for the journal publication in order to graduate as fast as possible. His session ended with Q&A session.