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# Asian Journal of Business Research

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## Editorial

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Marketing *in* Asia Group (MAG) has consistently produced The Asian Journal of Business Research over the past few years. It has also been conducting the MAG Scholar conference as well in order to promote academic discussion in the context of business in Asia, yet with a global perspective. The 2014 MAG Scholar Global Business, Marketing and Tourism Conference will be held in Yogyakarta, Indonesia. We are also calling for papers for a special issue of Asian Journal of Business Research in 2015, spearheaded by Michael R. Hyman, Jeremy J. Sierra, and Susan D. Steiner with a working title; Business Iatrogenesis.

This issue focuses on Malaysia and South Africa. The first paper by Voon et al., focuses on the restaurant services in Malaysia, South Africa and India to look at the human nature aspect of the servicescape. It found that human service is a key determinant on satisfaction and loyalty. Zafir looks at individual productivity in Malaysian Research Universities and found that commitment and health positively affects productivity.

Ahi Sarok takes a deeper look at quality management in local government administration, specifically those in Sarawak, Malaysia. The study shows that the successful implementation of quality management in the four local authorities are strongly related to factors such as top management support, strategic quality planning, customer driven, teamwork, training and recognition, good performance appraisal and quality assurance. De Run and Tamil selvi looked at student's branding needs and promotional tools when considering entering a Malaysian University. Best and Cunningham review paper considers the extent to which legislation in South Africa and in Malaysia offers consumers protection when they transact on-line and when they provide personal data in the process, including when using social media sites.

We do hope that you will enjoy reading the journal and benefit from the knowledge shared. Our gratitude and thanks to all our contributors and reviewers without whom this journal will never be possible. We look forward to receiving papers from the recently concluded 3rd MAGScholar Global Business, Marketing and Tourism Conference in Dubai. The editorial team at the Asian Journal of Business Research encourages academic and industry-based researchers to contribute research papers and case studies for its peer-reviewed publication.

Kim-Shyan Fam  
Zhilin Yang  
Ernest Cyril de Run