

MEET THE INSTRUCTORS



Prof. Dr. Hiram Ting

Director, Responsible Borneo (REBORN)
Editor-in-Chief, Young Consumers (WoS, Scopus)
Editor-in-Chief, Asian Journal of Business Research (Scopus)
Ambassador, Emerald Publishing (East Asia)
World Top 2% Scientist for Business, Management, and Marketing



Prof. Dr. Jayson Cham

Dean, UCSI Graduate Business School
Associate Editor, RAE Revista de Administração de Empresas Journal (WoS, Scopus)
Associate Editor, The Bottom Line (Scopus)
World Top 2% Scientists for Economics and Business



Dr. Risidaxshinni Kumarusamy

Senior Lecturer, Putra Business School, Universiti Putra Malaysia
Academic Proofreader, Risi Writes
She has contributed to over 1,000 academic journal articles and theses manuscripts.

ABOUT REBORN

Responsible Borneo (REBORN) is a consultative body which aims to mobilise knowledge into practise through research, innovation and partnership using responsibility as its core value to make a real impact on the society.

It focuses on eight primary functions: (1) research, (2) projects, (3) events, (4) publication, (5) training, (6) community, (7) youth and (8) partnerships.

Particularly through workshops, training programs, and collaborative initiatives, REBORN provides avenues for researchers, practitioners, students and community members to share their knowledge and resources to foster a culture of shared responsibility and effective partnership.



Join us as a member today.

VENUE DETAILS

Ground Floor, Sublot 4, Galacity Prime, Jalan Tun Jugah, Taman Daya, 93350 Kuching, Sarawak, Malaysia



For more information

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- 🌐 www.responsibleborneo.com
- 📘 Responsible Borneo (REBORN)



5-day

RESEARCH PUBLICATION WORKSHOP

From idea generation to manuscript writing

- 📍 **Venue:** Centre for Responsible Borneo (REBORN)
Ground Floor, Sublot 4, Galacity Prime,
Jalan Tun Jugah, Taman Daya, 93350
Kuching, Sarawak, Malaysia
- 📅 **Date:** 30 June – 04 July (Monday – Friday)
- 🕒 **Time:** 9:00 am – 4:30 pm

Organised by:



In collaboration with:



ABOUT THE WORKSHOP

Synopsis

This workshop is organized by Responsible Borneo (REBORN) in collaboration with Emerald Publishing (East Asia) and Southeast Asia Research Academy. It is designed to guide participants, especially academics and postgraduate students who aspire to publish, to learn the entire process of academic writing for publication, from developing a research idea to preparing a manuscript for submission. It combines lectures, hands-on sessions, and peer discussions to equip participants with the skills and knowledge necessary for successful academic writing and publication.

Objectives

- To generate and refine research ideas;
- To understand the structure and components of a manuscript;
- To assess research problem and review of literature;
- To assess research methodology, including methods and data analytical decisions;
- To develop manuscript writing and editing skills;
- To strategize manuscript preparation and submission.

Learning Outcomes

- Develop and refine research ideas into researchable topics;
- Understand different types of manuscript for effective preparation;
- Able to formulate research problems with literature support;
- Ensure rigour and clarity in research methodology;
- Able to manage writing process with to prepare a readable manuscript;
- Navigate the preparation, submission, peer-review and publication process with confidence.



Output: A manuscript prepared for submission to SCOPUS-indexed journal.

AGENDA

DAY 1 Idea Generation and Manuscript Preparation

- Turning ideas into researchable topic
- Understanding manuscript types
- What makes a good manuscript?

DAY 2 Problem Formulation and Literature Review

- Formulation of research problem
- Literature review strategies
- Theory, framework and hypothesis

DAY 3 Data Analysis and Results Presentation

- Overview of research methodologies
- Data collection and analysis
- Effective results presentation

DAY 4 Manuscript Structure and Writing

- Title, abstract and introduction
- Clear positioning and communication
- Effective academic writing

DAY 5 Journal Selection and Manuscript Submission

- Journal selection and submission
 - Peer review and revision
 - Strategizing publishing journey
- There will be guidance on social writing and hands-on exercise in the afternoon everyday.
- Your manuscript should be submitted to the organizer 2 weeks before the workshop begins.
- Fields of research are limited to management, marketing, tourism, hospitality and behavioural studies.

REGISTRATION PACKAGE & FEE

► The fee includes:

- Airport/hotel transfers;
- 7D6N accommodation (twin sharing basis);
- Lunch and snacks for the 5-day workshop;
- Workshop expenses on instructors, workshop kit, and admin works.

**RM 2,500
USD560**
Fee may vary based on pricing

Note:

- In terms of accommodation, participants can opt for single room at an additional fee.
- Participants may arrive on 29 June and depart on 6 July 2025 in order to join 5-day workshop.
- Additional programs, such as activities in the evening and shopping can be arranged upon request.
- Local participants may opt for package without transportation and accommodation at RM1,500.

About Kuching

Kuching is the capital city of Sarawak, a land of diverse cultures, breathtaking landscapes, and rich history.

For more information: www.sarawaktourism.com

About Accommodation

Theatre Hotel Kuching,
187, Jalan Song Thian
Cheok, 93100 Kuching,
Sarawak, Malaysia

- 9 km from Kuching International Airport
- 1 km walk to Kuching Waterfront

