
Publishing in South East Asia Journal of Management

Imam Salehudin <imams@ui.ac.id>

January 5, 2013

To: DR. ISMI RAJIANI <ismi@utem.edu.my>

EDNA BUYONG <edna@utem.edu.my>

Greeting from Indonesia,

The respected Dr. Ismi Rajiani,

I am the managing editor of the South East Asia Journal of Management, and my name is Imam Salehudin. To begin, I would like to extend my sincere congratulations to you for the fact that the University of Indonesia's 7th International Conference on Business and Management Research, which took place in Ho Chi Minh City, deemed your paper, "[Repositioning Strategy for Malaysian Companies Internationalisation](#)," to be the best paper presented there.

I am writing to inquire about the feasibility of including your research in an upcoming South East Asia Journal of Management (SEAM) issue. The University of Indonesia serves as the journal's publisher, and it can be found in the Web of Science database.

If you concur, then you don't need to worry about the format. After having each piece proofread by a person for whom the target language is their first, the text will be divided up and folded into a layout with two columns before the publication is sent to the printer. The most essential step is to avoid using footnotes and to organise the bibliography in an effective manner. I have provided the instructions for you.

I anticipate receiving a positive response from you shortly.

Sincerely,

Imam Salehudin, PhD

Managing Editor, South East Asia Journal of Management

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Ungguli Anugerah Antarabangsa Di Vietnam

Pensyarah UTeM Harumkan Nama Negara

DURIAN TUNGGAL, 23 Nov - Kajian terhadap strategi syarikat-syarikat di Malaysia menghadapi persaingan pasaran global telah membawa tuah kepada seorang pensyarah Universiti Teknikal Malaysia Melaka (UTeM).

Pensyarah bertuah itu, Dr Ismi Rajiani telah merangkul anugerah utama dalam satu persidangan yang diadakan di Vietnam, baru-baru ini.

Ismi dari Fakulti Pengurusan Teknologi dan Teknousahawan (FPTT) telah memenangi Anugerah Kertas Penyelidikan Terbaik dalam The 7th International Conference on Business and Management Research di University of Economics Ho Chi Minh City, baru-baru ini.

Ketika ditemui, Ismi berkata, sekembalinya dari Ho Chi Minh, kertas penyelidikannya bertajuk 'Repositioning Strategy for Malaysian Companies Internationalization'

mengkaji dengan mendalam penyusunan semula strategi oleh beberapa syarikat tempatan ke arah pengantarabangsaan.

Menurutnya, syarikat-syarikat tempatan pada mulanya melihat negara-negara Asia sebagai pasaran utama dalam sektor eksport berdasarkan kedudukan strategik dan berhampiran Malaysia pula.

"Namun, dengan perkembangan dan peningkatan persaingan dalam pasaran domestik, semakin banyak syarikat tempatan mula bertumpu kepada negara-negara Barat bagi memasarkan produk dan perkhidmatan lalu berlakunya penyusunan strategi," jelasnya lagi.

Kajian tersebut antara lain mendapati Malaysia sebagai negara Komanwel berpotensi untuk menguasai pasaran Eropah yang punyai nilai pasaran besar di mana syarikat-syarikat tempatan boleh meraih pulangan ting-

gi.

Sebanyak 120 kertas penyelidikan seluruh dunia telah terpilih menyertai persidangan itu termasuk penyertaan dari Amerika Syarikat, Perancis, Canada serta negara-negara ASEAN.

Bagi Ismi, kemenangan tersebut merupakan satu pencapaian gemilang buat dirinya dan secara tidak langsung mengharumkan nama UTeM dan negara di peringkat antarabangsa.



Ismi...Harumkan nama negara

Your Article in South East Asia Journal of Management

Imam Salehudin <imams@ui.ac.id>

April 5, 2013

To: DR. ISMI RAJIANI <ismi@utem.edu.my>

EDNA BUYONG <edna@utem.edu.my>

Greeting from Indonesia,

The respected Dr. Ismi Rajiani,

We are delighted to let you know that we have just published your paper as the main article in the seventh issue of The South East Asian Journal of Management. We hope you enjoy the publication. Therefore, allow us to express our gratitude for your cooperation. We would be grateful if you could publicise the findings of our publication in your upcoming scientific endeavours and the context of your scientific community. We also invite you and your colleagues to publish future studies in our publication. Please click on the following link to access your article:

<https://scholarhub.ui.ac.id/seam/vol7/iss1/1/>

Sincerely,

Imam Salehudin, PhD

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