
Foreword

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Biographical notes: Keng-Boon Ooi is the Dean and Associate Professor at the Faculty of Business and Finance, University Tunku Abdul Rahman (UTAR), Malaysia. He obtained his Engineering Doctorate degree in Engineering Business Management. His research includes areas in total quality management, supply chain management, IT management, human resource management, employee attitudes and knowledge management. Professionally, he is a Fellow Member of the Royal Statistical Society, UK.

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It gives me great pleasure to present to you the maiden issue of *International Journal of Modelling in Operations Management (IJMOM)*. *IJMOM* was established with the objective to bring together researchers around the world especially in the area of adopting modelling as the main tool for their works.

From this journal, we aim to provide a platform for the advancement of operations management knowledge in the multidisciplinary areas of services, engineering, IT, computer science, logistics, economics, human resource management, marketing, finance and business management. Operations being the main contributor to factor of production in our economies and businesses deserved close attention from the researchers to develop and improve upon it.

Operations management is one of the main topics in the field of business and engineering. The current business environment is getting more competitive as well as being more global. One of the key research areas of operation management is in modelling. Modelling can encompass both quantitative modelling as well as soft

modelling which is more suitable for qualitative research. Modelling helps organisations make informed, scientific decisions based on operations management models.

In this maiden issue, we have received good response from submission from around the world. After due process of double blind peer review, we have selected five research papers from USA, China, Hong Kong, India and Malaysia. We are delighted to receive papers that provide interesting insights from studies from developed nations as well as emerging economies. These five papers cover the areas of manufacturing flexibility and performance; the efficiency of banking industry in Thailand, quality performance and TQM principles; market orientation and service quality performance, stock costing and supply chain management. The technique used to cover the issues explore were most relevant and up-to-date such as structural equation modelling (SEM) and simulation.

We hope you would enjoy this maiden issue and we certainly wish that the research papers could elevate the research knowledge for both academic as well as the practitioner. From here, we are also looking forward to more paper submission around the world as we see modelling as one important technique for business and management.