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Aims and scope

International Journal of Multidisciplinary in Management and Tourism is an interdisciplinary journal seeking an engagement between scholars working across a range of disciplinary fields, including Management, Tourism, critical theory and Interdisciplinary of humanities and social sciences.

Frequency of Issue:

Twice per year (June and December) (1st issue January-June, 2nd issue July-December).

Peer Review Policy:

All submitted manuscripts must be reviewed by at least 2 or 3 experts via the double-blinded review system

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Preface

We are pleased to present Volume 7 Issue No. 1, 2023 edition of the International Journal of Multidisciplinary in Management and Tourism. This volume consists of six articles.

The first article studies a recent retail development in Tai'an City that takes advantage of the benefits of value co-creation between suppliers, retailers, and customers. The theory of offline retail, the theory of online retail, the theory of value co-creation, and the theory of new retail development provide the base for the theoretical supports. The context, community, connection, and content are used as the metrics of new retail developments. Retail value co-creation measures the degree of discussion, risk-benefit, accessibility, and transparency that exist among the retail stakeholders.

The second article investigates the variables affecting employment opportunities. In addition to university factors, which include employment policy, curriculum, and employment services, personal quality (consisting of enterprise requirements, personal abilities, and professional knowledge) is also taken into account. While it has been demonstrated that the personal element has a direct impact on student development, it is also true that university factors have a significant impact on students' total academic achievement, which enhances their chances of finding a job in the field. The theory of personal quality, the theory of university variables, the theory of cultivation path, and the theory of performance serve as the model's pillars.

The third article uses bibliometric analysis to determine the intellectual foundation of the previous works connected to celebrity endorsement discovered on Scencedirect.com. The conclusion outlines five interconnected clusters of study subjects, providing the researchers with a general overview of the topics that have been studied. The five clusters are as follows: (1) Medium and Influencer, consumer engagement, the authenticity of shows, and efforts of celebrity anchors, (2) Marketing and message, benefits offered by promotion and e-commerce activities, whether in live streaming, social media, or other innovative modes of e-commerce, (3) body image and exposure of celebrity, which also takes into account personal attractiveness of celebrities, (4) contextual situations, such as COVID-19 and government influence and (5) consumer behaviors. The relevant theories include the signaling theory and the stimulus-organism-response (S-O-R) theory.

The fourth article demonstrates the mediating effects of role identification and organizational support in reducing the negative impact of abusive supervision on employee creativity using data gathered from the twelve participating IT companies located in Beijing, Guanzhou, Chengdu, Nanjing, and Shenzhen. The organizational climate theory serves as the study's foundation. Employees typically display a higher level of creativity and moderate the relationship between abusive leadership and employee creativity when they believe they have the work support of the organization, receive employee value recognition, and care about them as individuals.

In the fifth article, relationships between self-efficacy as the mediator, value fit between the organization and the employees, and safety performance in construction projects are proposed. These relationships are validated using structural equation modeling (SEM), which draws on concepts from the personal-environmental fit theory, socio-cognitive theory, and accident cause theory.

In order to understand the significant role of psychological capital in mediating the relationship between organizational safety climate and employee safety behavior in the construction sector, the sixth article draws on the theoretical insights provided by social exchange theory and socio-cognitive theory. The article has many significant ramifications for the construction industry, including the need for managers to foster a safe and healthy work environment, increase employee knowledge of their responsibility for safety, and strengthen the application of safety skills training. By doing this, the staff members develop their psychological capital and obtain the confidence they need to meet the standards for safety performance.

Once again, we are pleased to present the six articles in the 7(1) 2023 edition of the International Journal of Multidisciplinary in Management and Tourism.

We continue to welcome submissions of manuscripts of multi-disciplinary nature and have themes related to tourism and management. All the manuscripts must be original, have not been published elsewhere, and have not been submitted to other publications while being submitted to us. The manuscripts should also be checked for plagiarism. The manuscripts will be reviewed by an editorial board before being distributed to anonymous independent double-blind reviews.

We also accept quality book reviews in addition to research manuscripts. All accepted manuscripts will be published online on our Journal website.

Before submitting your articles to our Journal, online, we urge that potential authors check our publishing policies, and follow the manuscript's criteria and formats.



Dr Chai Ching Tan
Editor in Chief

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