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Editorial

Past and Future Issues of MMR

The MMR has seen a slowdown in article contributions. The Editorial Committee is now restructuring the journal concept and would like to encourage article contributions from researchers, practitioners and scholars.

Beginning 2013, MMR will be published biannually in June and December. Two new sections will be added: *Speeches from Malaysian Leaders* and *Management Practices*. The Editorial Committee welcomes the contribution of research and thoughts on Malaysian management practices and leadership from academics and practitioners. Your insightful views and suggestions are invaluable to addressing Malaysia’s human capital development needs and helping Malaysia move forward.

All academic articles will be double-blind reviewed, and practice articles be reviewed by the Editorial Committee for inclusion in the *Management Practices* section.

Editor-In-Chief
ABSTRACT

Corporate Social Responsibility (CSR) rests on the fundamental pillars of both economic growth and quality of life as engines for “sustainable” development. An often-overlooked area of CSR is its application in the hospitality industry. Companies often create and capture social values that can be adopted as CSR strategies. CSR strategies are defined here as any “responsible” activities that allow a firm to achieve a sustainable competitive advantage, regardless of their motive. The purpose of this paper is to identify the relevance of CSR activities undertaken by hotel businesses in relation to the negative outputs of their economic function in the industry. The study uses primary data obtained from a panel discussion by industry professionals on corporate social responsibility activities practiced by their respective hotels, organised by the students of BERJAYA University College of Hospitality in July 2012. Secondary data, that of research conducted on corporate social responsibility, is also used to compare activities and to identify their relevance to the cause of sustainability. The findings show that the sustainability cycle would be complete if CSR activities and the existence of externalities show a positive relationship. In-depth research was conducted on CSR practices that are mixed in terms of relevance to the purpose of sustainability. General relevant practices include “going green” through recycling and energy saving. Non-relevant practices include the employment of disabled people, and donations to