

SKILLS AND ATTITUDINAL NEEDS OF EVENT VENDORS FOR QUALITY SERVICE DELIVERY IN THE EVENT MANAGEMENT SECTOR IN ENUGU STATE, NIGERIA

Ukeje Augustina Ndidiamaka & Kalu Ezeda Patricia

Department of Home Economics and Hospitality Management Education, University
of Nigeria, Nsukka

Correspondence: anitachikwan@gmail.com; ezeda.patricia@unn.edu.ng

Abstract

The study investigated the skill and attitudinal needs of event vendors for quality service delivery in the event management sector in Enugu State, Nigeria. The event management sector plays a vital role in social, cultural, and business activities, with event vendors serving as key drivers of service quality. However, vendors in Enugu state, face persistent performance challenges attributed to skill deficiencies and poor work attitudes. This study investigated the skills and attitude needs of event vendors including decorators, caterers, and bakers for quality performance in the event management sector in Enugu state. A descriptive survey research design was adopted, with data collected virtually from 235 event vendors drawn from the Event Organizers and Practitioners Association of Nigeria, South East (EOPANSE), Enugu chapter. A structured, expert-validated questionnaire was used for data collection. Data were analyzed using mean, standard deviation, and ANOVA at 0.05 significance level, with the Training Need Index (TNI) used to determine skill and attitude gaps. Findings showed that event vendors require training across a broad range of competencies, including communication, organizational, problem-solving, time management, and creative skills, as well as positive attitudinal dispositions toward work. No significant differences were found among the vendor groups in their training needs. The study recommends targeted training programmes to bridge identified gaps and enhance overall service quality in the sector.

Keywords: Event Vendors, Skill Needs, Attitude Needs, Quality service delivery, Event Management

Introduction

An event signifies any occurrence that takes place within defined temporal and spatial boundaries, independent of human involvement. It might be the cause of a subsequent event or the result of an earlier event, forming a chain of events. Anything that occurs, particularly something significant or out of the ordinary, is considered an event. The term event can also refer to certain customs, displays, performances, or festivities that are purposefully organized and produced to commemorate noteworthy events and to fulfill specific social, cultural, or business purposes and objectives (Anenechukwu, 2019). Events are coordinated and executed by event vendors.

In this study, event is defined as a significant occurrence or happening that takes place at a given location and time. According to Okafor et al., (2018), there are two basic

classifications of events, which are planned or scheduled events and unplanned events. According to the National Incident Management System (2024), planned events are planned non-emergency activities that are the focus of event management research. They need to be put up, managed, and given a specific amount of time. Sports events, weddings, conventions, and other social gatherings are a few examples of scheduled events. Unplanned events can be man-made or natural, and they need to be addressed to save lives or property (NIMS, 2024). Accidents and natural disasters like earthquakes, hurricanes, and floods are examples of unplanned events. Only planned events will be included in this investigation.

Event vendor is someone who renders services at an event. According to Jonah, et. al. (2024), an event vendor is a person or company who procures goods and offers services to events such as catering services, decoration and design, audio-visual equipment, photography and videography among others. The act of making anything more appealing for a special occasion is called decoration, and it can also refer to changing the location of an event to make it appear alluring, lovely, and appealing. These individuals/companies who beautify event venues are referred to as event decorators. Therefore, decorators are the set of vendors that beautifies an event venue with all sort of fancy and decorative materials. An event decorator is a professional who transforms spaces to reflect the vision and theme of various events, ranging from weddings and corporate gatherings to birthday parties and gala dinners (CLIMB Editorial Team, 2025). They make sure that each event has its peculiar decoration to befit the occasion. An event decorator should have a creative eye and should be able to pay attention to details. A decorator is expected to design spaces for all sorts of clients. He should be able to focus on both the little details and the big picture simultaneously to craft cohesive spaces. Audio-visual vendors are companies, suppliers or individuals that provide products, equipment, and services associated with audio and visual technology. These vendors are specialized in providing sound and visual content. They are the disc jockey (DJ) and the light men. Caterers prepare, transport, and serve food for various events, (Career guide, 2023).

Caterers ensure that there are high food quality and presentation for an optimal dining experience. Caterers are the professionals responsible for planning and executing all aspects of food service for an event, working with clients to determine menus and create a timeline (Sterling Catering, 2025) A caterer should have experience in food services, possess excellent communication and organizational skills, and have passion for creating memorable dining experiences with food service, catering and supervising experience (Almeida et al., 2019). Artists are individuals or groups who create, perform or display their creative works, entertaining, inspiring or engaging guests. Sometimes artist work in close hand with audio-

visual vendors, example are the dancers, the choreographers, singers and Master of Ceremony (MC). Bakers are vendors that deals on delivering pastries, desserts and other baked foods like cake to an event. A baker is responsible for designing, executing, and refining recipes while performing quality checks on both ingredients and finished products, using icing, glazes, fillings, and decorations to enhance the presentation of baked items, and processing customer orders with efficiency and care (Instawork Editorial Team, 2025). In order to guarantee a successful event, an event planner is a specialist who handles logistics such as venue selection, venue selection, and vendor coordination for entertainment and other elements. To run a successful event, an event vendor needs to possess event management skills like organizational skills, management skills, negotiating and budgeting strategies, creative skills, communication skills and more. An event planner brings the host budget to live. Housekeepers are vendors in charge of cleaning and keeping utmost hygiene of an event venue. It is always good to pre-book every vendor for effective service delivery. Every vendor has their own importance and basic skills required according to the services rendered.

For the better performance of event vendors in an event, there is need for good event management skills. According to Kimberley (2020), event management skills include: communication skills which involve effective communication with clients, vendors and team members, organizational skills: this has to do with coordinating and organizing events from start to finish, budgeting skills: this involves managing event finances, including budgeting and cost control. Creativity skills: bringing innovative ideas to event design and execution, time management skills: this is the ability to coordinate multiple tasks within stipulated deadlines, risk management skills: ability to identify and mitigate potential risks and liabilities. These skills possessed by an event manager helps in quality Service delivery of event vendors.

Service delivery refers to the delivery of a service from a business to a customer, and companies who engage in efficient, customer-focused service delivery may distinguish themselves from competitors by providing a higher quality service (Thompson, 2023). According to Saputra et. al. (2023), quality Service delivery refers to the production of sustainable excellence in processes, products, or results that meet or exceed predefined standards. An approach for quality performance would include advanced methodologies, employee involvement, and continuous improvement. The degree to which a project deliverable satisfies the quality standards and criteria set at the outset of the project is referred to in this study as quality Service delivery.

Great skill and attitude to work increases the job satisfaction of both the employer and the employee. Good skill and attitude have been identified as a critical component of

employee's development, enhancing job performance and overall organizational effectiveness (Chan et al., 2019; Awara et al., 2022). Skill and attitude are essential for improving job performance, especially in the event management sector where vendors require specialized skills and knowledge (Kolekar, 2021). However, despite the importance of having the right attitude to work and the demand for skilled vendors, event vendors in Enugu state do not prioritize acquiring professional skills and at the same time, lacks the understanding of having the right attitude to work which affects performance in the event management sector. Hence, the specific skill and attitude needs of event vendors in Enugu state remain unexplored. Therefore, this study aims to address this knowledge gap by investigating the skill and attitude needs of event vendors in Enugu state, with a view of enhancing their performance and contributing to the growth of the event management sector.

Statement of the problem

The event management sector in Enugu state is faced with significant challenges in terms of quality Service delivery of event vendors, which is hindered by lack of/inadequate specific skill and attitude. Some researchers attributed these challenges to deficient in skills required in event management and bad attitude to work, while others attributed it to lack of on-the job training opportunities. Despite the growing demand for skilled event vendors in Enugu state, there is lack of understanding of specific skill and attitude needs of these vendors, leading to low performance, errors, and decreased customer satisfaction in Enugu state. Furthermore, the absence of tailored training programs for event vendors in Enugu state has resulted in a skill gap, affecting the overall quality of event and services provided.

Present day event vendors also need to be trained on the technological skills needed in this 21st century. Global revolution calls for a shift in operation processes and service delivery processes (Bughin, et. al. 2018). This call for up-skilling of event vendors through training to enable them meet with technological needs. Therefore, this study aims to investigate the skill and attitudinal needs of event vendors in Enugu state to bridge this knowledge gap and enhance their service delivery thereby contributing to the growth and development of the event management sector.

Purpose of the Study

The following purposes guided the study:

1. To determine the skill needs of event vendors for quality Service delivery in event management sector in Enugu state.

2. To determine the attitudinal needs of event vendors for quality Service delivery in event management sector in Enugu state.

Research Questions

The following research questions guided the study:

1. What are the skill needs of event vendors for quality Service delivery in event management sector in Enugu state?
2. What are the attitudinal needs of event vendors for quality Service delivery in event management sector in Enugu state?

Research hypothesis

The following null hypotheses guided the study and was tested at 0.05 level of significant:

HO₁: There is no significant difference in the mean responses of event decorators, caterers and bakers on the skill needs of event vendors for quality Service delivery in event management sector.

HO₂: There is no significant difference in the mean response of event decorators, caterers and bakers on the attitudinal needs of event vendors for quality Service delivery in event management sector.

Methodology

The design of the study was a descriptive research approach. According to Nworgu (2015), descriptive survey research design is the use of data collection from a sample to draw generalizations about a specific community. Descriptive research design is suitable for this study since the researcher used a questionnaire to collect data from the respondents to find out what the respondents thought about the necessity of skill and attitudinal needs for event vendors to deliver quality service in the Enugu State event management industry. The study was carried out in Enugu State.

Data for the study was collected virtually from the respondents with the aid of a questionnaire that was processed on Google forms and a prefill link generated (<https://forms.gle/nKT8Nuk3sW3RXJvz9>, <https://forms.gle/S4rvsthSDm5CkU6DA>). The link was sent to the registered vendors via WhatsApp. This was seen appropriate because the Event Organizers and Practitioners Association of Nigeria (EOPANSE) South East branch Enugu chapter members are scattered in different locations of the state making it difficult to administer the instrument physically. Since they mostly have their meetings online, virtual means becomes most appropriate for the study.

The sample comprised of 235 registered event vendors which comprises 116 decorators, 64 bakers and 55 caterers in Enugu State. The population was obtained from Event Organizers and Practitioners Association of Nigeria, South East (EOPANSE) Enugu chapter, the document was obtained from their head office at Enugu and it was duly signed by the Association's President and Secretary. A structured questionnaire titled "Questionnaire On-the Job Training Needs of Event Vendors (QOTJTNEV)" was utilized, after a face-validate from 3 experts in the University of Nigeria Nsukka's Home Economics and Hospitality Management Education department, Archeology and Tourism department, and Business Education department. The responses options are as follows: Highly Possessed (HP)/highly Required (HR)= 3.50 - 4.00 Possessed (P)/ required (R)=2.50 - 3.49 Moderately possessed (MP)/moderately required (MR)=1.50-2.49 Not possessed (NP)/not required (NR)=0.50 - 1.49.

Data collected was analyzed using mean and standard deviation to answer the research questions while ANOVA was used to test the null hypothesis at 0.05 level of significance. The Training Need Index (TNI) was used to interpret the data collected from the instrument for determining the event vendors skill/attitudinal needs possessed and their skill/attitudinal needs required using the items to determine if the event vendors possess/require skill/attitudinal needs or not.

Results

Research Question 1: What are the skill needs of event vendors for quality service delivery in event management in Enugu State?

From the data presented in Table 1 above, all the items on the level of skill needs required for quality service delivery of event vendors showed a mean ranged from 3.71 – 3.91 with an overall cluster mean of 3.82. This indicates that the respondents perceived all the items as required skill needs for quality service delivery of event vendors. Similarly, the standard deviation for the items ranged from 0.29 – 0.46. This indicates that the opinion of the respondents was very close to each other. On the other hand, the mean rating on the level of skill needs possessed by event vendors ranged from 1.01- 1.10 with an overall mean of 1.05 which shows that the level of skill needs possessed by event vendors is low when compared to the level at which they perceived the skill needs as required. For the level of skill needs possessed, the standard deviation ranged from 0.15 – 0.32. This indicates that the opinion of the respondent was very close to each other. Table 2 also showed the training need indices TNI (XR-XP) which ranged from 2.64 – 2.89 with an overall mean of 2.77. This indicates that the

event vendors have skill needs for quality performance in event management. From the data, item 15 has the highest overall mean of 2.86 indicating that it is the most needed skill needs of event vendors while item 11 has the lowest overall mean of 2.65 indicating that it is the least needed skill needs of event vendors.

Table 1: Mean Responses and Standard Deviation of skill needs of event vendors for quality service delivery in event management in Enugu State?

S/N	Skill Needs of event vendors	XR	SDR	XP	SDP	SNI (XR- XP)	Remark
1	Good collaborative skills.	3.87	0.33	1.10	0.32	2.77	SN
2	Strong communication skills	3.86	0.35	1.05	0.24	2.81	SN
3	Negotiating contracts and agreements skills	3.89	0.31	1.07	0.28	2.82	SN
4	Event budgets and finance management skills	3.81	0.39	1.05	0.24	2.76	SN
5	Strong organizational skills	3.75	0.43	1.05	0.24	2.70	SN
6	Skills to handle logistical challenges.	3.71	0.46	1.04	0.22	2.66	SN
7	Event setup and execution skills	3.83	0.38	1.01	0.15	2.82	SN
8	Problem-solving skills	3.82	0.39	1.01	0.15	2.80	SN
9	Time management skills	3.83	0.38	1.03	0.18	2.80	SN
10	Health and safety management skills.	3.74	0.44	1.03	0.18	2.71	SN
11	Good leadership skills.	3.75	0.43	1.10	0.32	2.65	SN
12	Good decision-making skills.	3.86	0.34	1.05	0.24	2.81	SN
13	Good customer relation service skills.	3.88	0.32	1.07	0.28	2.81	SN
14	Good multi-tasking skills.	3.76	0.43	1.05	0.24	2.71	SN
15	Good innovative and creative skills.	3.91	0.29	1.05	0.24	2.86	SN
Grand Mean		3.82	0.38	1.05	0.23	2.77	SN

Key: XR= Mean of skill Required; SDR = Standard Deviation of mean responses of skill Required; XP = Mean of skill Possessed; SDP = Standard Deviation of mean responses of skill Possessed; SNI = skill Needed Index; SN = skill Needed; SNN = skill Not Needed.

HO₁: There is no significant difference in the mean response of event decorators, caterers and bakers on the skill needs of event vendors for quality service delivery in event management sector.

Table 2: Analysis of the responses of event decorators, caterers and bakers on the skill needs of event vendors for quality service delivery in event management sector

	Sum of Squares	Df	Mean Square	F	Sig.	Decision
Between Groups	42.283	2	21.142	1.526	.220	NS
Within Groups	3214.457	232	13.855			
Total	3256.740	234				

Key: df = degree of freedom, F = calculated value of ANOVA using SPSS, NS = Not significant

Table 2 showed the ANOVA analysis of the responses of event decorators, caterers and bakers on the on-the job skill needs of event vendors for quality performance in event management sector. the probability value is 0.22 which is greater than 0.05 level of significance ($P > 0.05$). Therefore, the null hypothesis of no significance difference was not rejected. This result shows that the event decorators, caterers and bakers did not significantly differ in their responses on skill needs of event vendors for quality performance.

Research Question 2: What are the attitudinal needs of event vendors for quality service delivery in event management in Enugu State?

Table 3: Mean Responses and Standard Deviation of attitudinal needs of event vendors for quality service delivery in event management in Enugu State?

S/N	Attitudinal Needs of event vendors	XR	SDR	XP	SDP	ANI (XR- XP)	Remark
1	Always strive to meet deadlines.	3.83	0.37	1.04	0.22	2.79	AN
2	Committed to providing high-quality service.	3.89	0.31	1.01	0.15	2.88	AN
3	Open to feedback from clients and colleagues.	3.77	0.42	1.01	0.15	2.76	AN
4	Flexible and adaptable.	3.73	0.44	1.03	0.18	2.71	AN
5	Maintaining professionalism at all times.	3.84	0.36	1.03	0.18	2.82	AN
6	Motivated to continuously improve my skills.	3.80	0.40	1.10	0.32	2.70	AN
7	Prioritize client satisfaction.	3.86	0.34	1.05	0.24	2.81	AN
8	Take full responsibility for my actions and decisions during events.	3.92	0.27	1.07	0.28	2.85	AN
9	Enjoy collaborating with other vendors.	3.79	0.41	1.05	0.24	2.74	AN
10	Willing to go the extra mile to exceed client expectations.	3.86	0.35	1.05	0.24	2.81	AN
11	Patient when dealing with difficult clients.	3.83	0.37	1.04	0.22	2.79	AN
12	Always punctual	3.72	0.45	1.02	0.18	2.70	AN
13	View every event as an opportunity to learn and grow professionally.	3.85	0.36	1.01	0.15	2.84	AN
14	Enthusiastic about trying new ideas.	3.82	0.38	1.03	0.18	2.80	AN
15	Consistently strive to enhance my creativity.	3.76	0.43	1.03	0.18	2.73	AN
16	Treat every client with respect.	3.69	0.46	1.10	0.32	2.59	AN
	Grand Mean	3.81	0.38	1.04	0.21	2.77	AN

Key: XR= Mean of skill Required; SDR = Standard Deviation of mean responses of skill Required; XP = Mean of skill Possessed; SDP = Standard Deviation of mean responses of skill Possessed; SNI = skill Needed Index; SN = skill Needed; SNN = skill Not Needed.

From the data presented in Table 3 above, all the items on the level of attitudinal needs required for quality service delivery of event vendors showed a mean ranged from 3.69 – 3.92 with an overall cluster mean of 3.81. This shows that the respondents perceived all the items as required attitude needs for quality service delivery of event vendors. Similarly, the standard deviation for the items ranged from 0.27 – 0.46. This indicates that the opinion of the respondent was very close to each other. On the other hand, the mean rating on the level of attitude needs

possessed by event vendors ranged from 1.01 - 1.10 with an overall mean of 1.04 which shows that the level of attitude needs possessed by event vendors is low when compared to the level at which they perceived the attitude needs as required. For the level of attitude needs possessed, the standard deviation ranged from 0.15 – 0.32. This indicates that the opinion of the respondents was very close to each other. Table 3 also showed the training need indices ANI (XR-XP) which ranged from 2.59 – 2.88 with an overall mean of 2.77. This shows that the event vendors have the attitudinal needs needed for quality service delivery in event management. From the data, item 2 has the highest overall mean of 2.88 indicating that it is the most needed attitude needs of event vendors while item 16 has the lowest overall mean of 2.59 indicating that it is the least needed attitude needs of event vendors.

HO₂: There is no significant difference in the mean responses of event decorators, caterers and bakers on the attitudinal needs of event vendors for quality service delivery in event management sector.

Table 4: Analysis of the responses of event decorators, caterers and bakers on the attitudinal needs of event vendors for quality service delivery in event management sector.

	Sum of Squares	Df	Mean Square	F	Sig.	Decision
Between Groups	61.853	2	30.926	1.922	.149	NS
Within Groups	3732.471	232	16.088			
Total	3794.323	234				

Key: df = degree of freedom, F = calculated value of ANOVA using SPSS, NS = Not significant

Table 4 showed the ANOVA analysis of the responses of event decorators, caterers and bakers on the attitudinal needs of event vendors for quality performance in event management sector. the probability value is 0.149 which is greater than 0.05 level of significance ($P > 0.05$). Therefore, the null hypothesis was not rejected. This result indicates that the event decorators, caterers and bakers did not significantly differ in their responses on attitudinal needs of event vendors for quality service delivery.

Discussion of the Findings

The findings of this study on research question one showed that the skill needs of event vendors in Enugu state are significantly lower than the level at which they are perceived as required for quality performance in event management sector. This implies that the event vendors needed all the skills outlined in the instrument. Some of the skill needs are good

collaborative skills, strong communication skills, negotiating contracts and agreements skills, event budgets and finance management skills, strong organizational skills, skills to handle logistical challenges, vent setup and execution skills, problem-solving skills, time management skills, health and safety management skills. Also, good leadership skills, good decision-making skills, good customer relation service skills, good multi-tasking skills, good innovative and creative skills. In addition, the findings on the hypothesis one as shown in table 1 showed that there was no significant difference in the responses of event decorators, caterers and bakers on the skill needs of event vendors for quality service delivery in event management sector. Therefore, the null hypothesis was accepted. The findings of this study validate Werner, Junek, and Wang (2022) who affirmed that event vendors need to be equipped with skills so as to provide high quality services, create seamless experience for clients, and stand out in competitive market. Technical and digital expertise, communication, innovation, and leadership skills are seen as the most important according to the author. The findings of the study are also in agreement with Yong (2019) who opined that skilled vendors enhance overall event experience, build strong reputations, and secure repeat business. The author further stated that event management helps develop time management, collaboration and networking skills which also promotes the development of interpersonal skills that enable individuals to facilitate their interactions with other people.

The findings of this study on research question two showed that the attitudinal needs of event vendors in Enugu state are lower than the level at which they are perceived as required for quality service delivery in event management sector. This suggests that the event vendors need training to better their attitudes. Some of the attitude needs are; always strive to meet deadlines, committed to providing high-quality service, open to feedback from clients and colleagues, flexible and adaptable, maintaining professionalism at all times, motivated to continuously improve my skills and prioritize client satisfaction, take full responsibility for my actions and decisions during events, enjoy collaborating with other vendors, willing to go the extra mile to exceed client expectations. It also includes patient when dealing with difficult clients, always punctual, view every event as an opportunity to learn and grow professionally, enthusiastic about trying new ideas, consistently strive to enhance my creativity and treat every client with respect. In addition, the findings on the hypothesis three as shown in table 4 showed that significant difference does not exist in the responses of event decorators, caterers and bakers on the attitude needs of event vendors for quality performance in event management sector. Therefore, the null hypothesis was accepted. The findings of this study are in consonance with Ibrahim, Boerhannoeddin and Bakare, (2017) who maintained that event

vendors need the right attitude to succeed in the event industry. According to the Boerhannoeddin and Bakare, (2017), some of the attitudes include professionalism, flexibility, friendly disposition among others. The findings of the study are also in agreement with Yong (2019) who suggested that having the right attitude can bring about long-term success in the event industry.

Conclusion

In conclusion, this study established that event vendors in Enugu State, Nigeria, possess significantly lower levels of both skills and positive work attitudes than what is required for quality service delivery in the event management sector. Across all event vendors (decorators, caterers and bakers) used for this study, skill/attitudinal needs were identified in a broad range of competencies, including communication, organizational, problem-solving, time management, creative, and leadership skills, as well as attitudinal dispositions such as professionalism, punctuality, accountability, client satisfaction, and adaptability. The skill/attitudinal Need Index consistently revealed substantial gaps between the possessed skills and attitudinal needs of event vendors and the presumed needs required for optimal performance, underscoring the urgent need for targeted, structured training interventions. Notably, the absence of significant differences in the training needs among the three event vendors suggests that these deficiencies are systemic across the sector rather than peculiar to any one of the vendor, which calls for a unified and comprehensive training framework. It is therefore imperative that relevant stakeholders, including industry associations such as EOPANSE, training institutions, and government agencies, collaborate to design and implement tailored capacity-building programmes that address the identified skill and attitudinal gaps, thereby elevating service quality and driving sustainable growth in the event management sector in Enugu State.

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