

**ESTEEM**  
JOURNAL OF SOCIAL SCIENCES AND HUMANITIES

**Volume 5, No. 2, September 2021**

**A Peer-Reviewed Journal Published by Universiti Teknologi MARA Press**

e-ISSN 2600-7274

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# **ESTEEM**

## **JOURNAL OF SOCIAL SCIENCES AND HUMANITIES**

### **Journal Description**

Introduced in 2017, ESTEEM Journal of Social Sciences and Humanities is an official journal of Universiti Teknologi MARA (UiTM) Cawangan Pulau Pinang with a registered e-ISSN 2600-7274. It is an open-access journal that published articles both in English and Bahasa Malaysia. Initially, it was published once a year from January 2017 to December 2020, but its publication frequency was revised to twice a year starting January 2021 to accommodate the increasing number of manuscript submissions. The journal adheres to traditional standards of double-blind peer review with an average acceptance rate of 30%. Currently, the journal does not charge any article processing fees for manuscripts submitted personally or collaboratively by authors.

### **Aim and Scope**

The ESTEEM Journal of Social Sciences and Humanities aims to serve as a platform for scholars, practitioners, and policymakers to exchange new knowledge and ideas in areas related to social sciences and humanities. The journal provides an avenue for scholars and practitioners to document unpublished, original manuscripts related to emerging issues, developments and trends that examine how people interact, integrate, behave and influence the world around them. Specifically, the journal aims to provide new knowledge on the relationships between individuals and societies and the operation and progression of societies in the 21<sup>st</sup> century.

The key topics covered in the journal relate to emerging issues, trends and challenges that shape individuals' perceptions, attitudes and behaviours across societies, businesses, industries, and governments worldwide. As the journal covers two separate but interrelated areas of social sciences and humanities, authors are welcomed to submit manuscripts that systematically investigate questions around humanities development, namely language, linguistics, culture, arts, religion, health and wellbeing. For social sciences, the journal invites manuscripts related to human psychology and sociology in education, law, political science, business, hospitality, among others.

### **Frequency of Publication**

- January 2021 to present: ONE (1) volume TWO (2) issues per year, published in April and September.
- January 2017 to December 2020: ONE (1) volume ONE (1) issue per year, published in November.
- The publication frequency of the journal does not include special issues.

## Duration of Publication Process

Based on current practice, the publication process takes approximately 90 – 120 days. All manuscripts are processed accordingly:

- Review Process (within 30 days after the closing date)
- Notification of Acceptance (within 10 days after the review process)
- Revision (within 30 days after the manuscript acceptance)
- Copy Editing (within 10 days after final revision)
- Publication (within 10 days after the copy-editing process)

## Peer Review Process

ESTEEM Journal of Social Sciences and Humanities relies on effective peer review processes to uphold the quality and validity of individual articles and the overall integrity of the journal. The journal practices a double-blind peer review consisting of at least two to three peer reviewers per manuscript to maintain the quality. All reviewers from diverse expertise are on a voluntary basis. Throughout the double-blind review process, the editors hide both reviewer and author identities from one another. To facilitate this, the editors need to ensure that the manuscripts are processed in a way that does not give away the identity of its author. The editors make sure that the manuscript does not include names or affiliations of the author. This ensures the manuscript is judged fairly, keeping bias out of the equation. Both author and reviewer also benefit from some degree of protection against criticism.

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## EDITORIAL NOTE

On behalf of the ESTEEM Journal of Social Sciences and Humanities (EJSSH) Editorial Team, I am pleased to present Volume 5, Issue No. 2, September 2021. We have received 40 manuscripts for this issue, primarily from Malaysian scholars. A total of 12 manuscripts were accepted for publication after the stringent review process, representing a 30% acceptance rate.

This issue covered topics related to emerging issues, trends, and challenges in social sciences and humanities. Three manuscripts are on impacts of the Coronavirus Disease (COVID-19) that has been haunting the world since early 2020. The effect is significantly seen in all fields across the board. One research looked at the perceptions of mothers with children and working from home during the pandemic. Another looked at the impact on tourism, specifically on destination branding. The third looked at a Malaysian public university's effort to ease the suffering of needy people during the outbreak. The other manuscripts are on a wide range of research topics that will contribute to their specific research areas. Some cover both areas of social sciences and humanities.

We hope to get more good quality manuscripts from international scholars as one of this journal's primary goals is to publish manuscripts from diverse international scholars that will help enrich further the discourse on the EJSSH. We have expanded our editorial team and included outstanding international academics to address the gaps and enhance this journal. We welcome any papers that you wish to submit, individually or collaboratively. They are much appreciated and will make a significant contribution to the sustainability of this journal. Thank you in advance for your contribution to the EJSSH. We hope you will enjoy the fruits of our labour. We welcome any constructive feedback and comments.

Finally, we would like to extend our sincere gratitude to all contributors, the authors, reviewers, and Editorial Team members, whose efforts have made this issue possible. Together, we make it great.



**Editor-in-Chief**

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