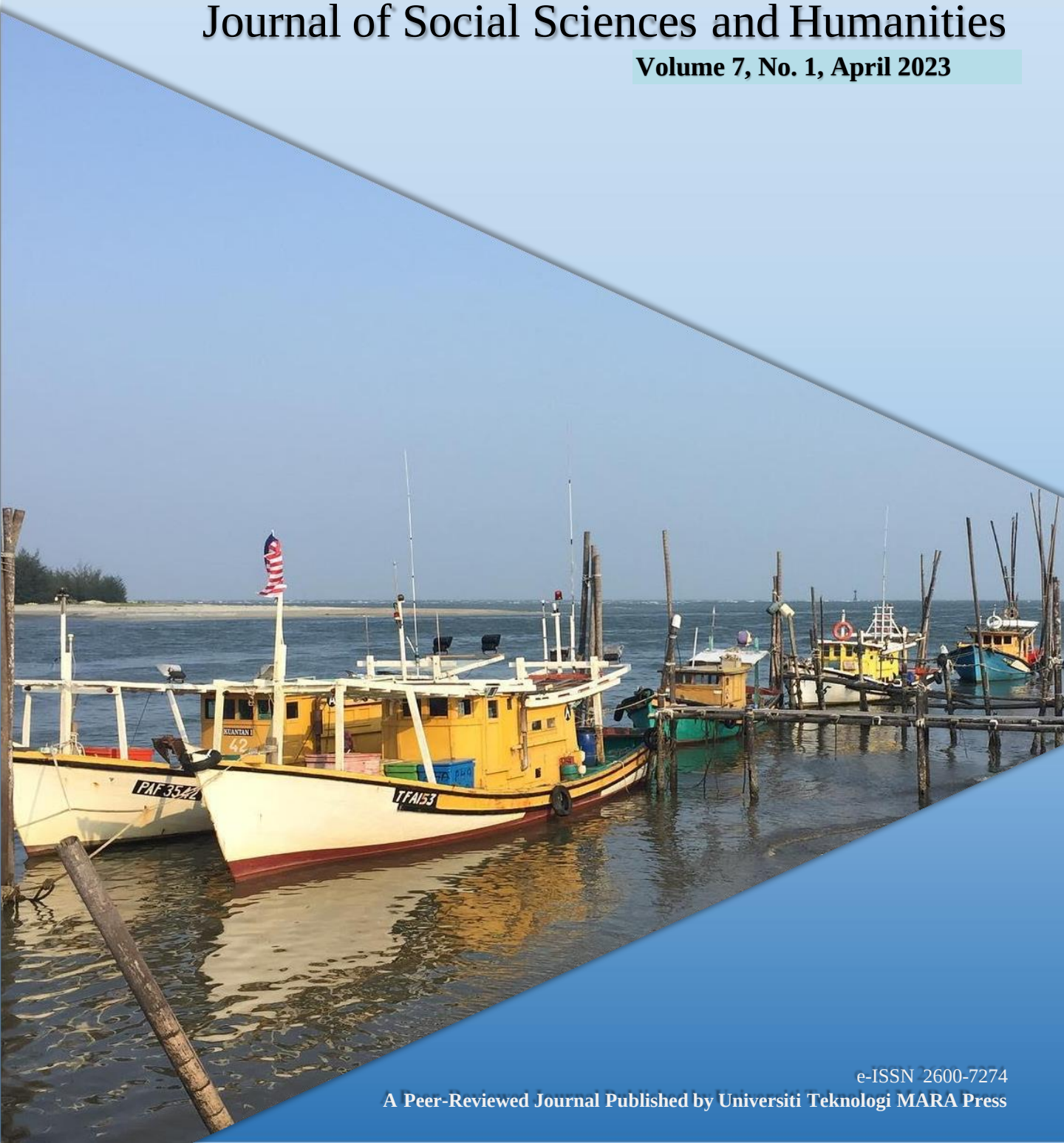
ESTEEM JSSH
UNIVERSITI TEKNOLOGI MARA
Cawangan Pulau Pinang
Kampus Permatang Pauh
Kampus Bertam

E S T E E M

Journal of Social Sciences and Humanities

Volume 7, No. 1, April 2023



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E S T E E M
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 publishes articles in English and Bahasa Malaysia. Initially, it was published once a year, from January 2017 to December 2020, but changed its publication frequency to twice a year starting in 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 social sciences and humanities areas. The journal provides an avenue for scholars and practitioners to document unpublished, original manuscripts related to emerging issues, developments, and trends that examine how people interact, integrate, behave and influence the world around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 organizations in the 21st century.

The key topics covered in the journal relate to emerging issues, trends, and challenges that shape individuals' perceptions, attitudes, and behaviors across societies, businesses, industries, and governments worldwide. As the journal covers two separate but interrelated areas of social sciences and humanities, authors are welcome 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, and 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

The publication process takes approximately 90 – 120 days, based on current practice. 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 a minimum of two peer reviewers per manuscript to maintain quality. All reviewers with diverse expertise serve voluntarily. 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 their authors. The editors make sure that the manuscript does not include the names or affiliations of the authors.This ensures the manuscript is judged fairly, keeping bias out of the equation. Both authors and reviewers also benefit from some degree of protection against criticism.

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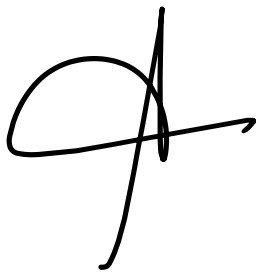
EDITORIAL NOTE

On behalf of the ESTEEM Journal of Social Sciences and Humanities (EJSSH) Editorial Team, I am delighted to present Volume 7, Issue No. 1, September 2023. Out of 50 submissions received, only 17 manuscripts were accepted for publication after the stringent review process, representing a 34% acceptance rate. After multiple series of the double-blind peer review process, only 8 high-quality manuscripts met the standard empirical paper requirement and were successfully published.

For the next issue, we are looking forward for more insightful and thought-provoking articles from distinguished authors across various disciplines in social sciences and humanities. We welcome international-based papers across countries, regions, and continents that align with these important global objectives focusing on Sustainable Development Goals. We extend our heartfelt gratitude to the authors, reviewers, and our editorial team members for their invaluable contributions in bringing this edition to fruition. We hope you find this journal issue both informative and inspiring, and we look forward to your continued support and engagement.



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