

# ESTEEM

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## FOREWORD

Welcome to the inaugural issue of *ESTEEM Journal of Social Sciences and Humanities*: a peer-refereed academic journal. It had been known as ESTEEM since 2003, and was published every December back then. However, starting 2017, the name has been changed to *ESTEEM Journal of Social Sciences and Humanities* and it covers a vast scope of (yet not limited to) law, economics and business management, education, e-learning, Islamic studies, linguistics, applied linguistics, and hotel and tourism management. The journal is dedicated to publish any research, concept paper, review or best practices to improve the educational experience from an extensive perspective.

I begin my term as the Chief Editor of the *ESTEEM Journal of Social Sciences and Humanities (EJSSH)* with this issue (Volume 1) with both humility and a great sense of purpose. I look forward to continuing its rich legacy and enhancing its reputation as one of the leading scholarly journals in the field of social sciences and humanities. The importance of research in these areas can never be denied as it plays a great role in advancing knowledge and enabling academic and practitioners to improve their practices.

I am delighted to be joined by an excellent editorial team which has assisted throughout and strived hard that this journal is published on time. I am also blessed to be having a pool of reviewers who are comprehensive and constructive in their reviews. Our intention at *EJSSH* is to provide timely and constructive feedback to every manuscript received. However, about two-third of papers are rejected, often because they fall short of journal standards and are deemed by the editors as being unlikely to survive the review process.

I need to be clear in my remarks to authors here so that possible work could be done for the manuscript to get a favourable review, and hence increase the chances of the manuscript being accepted. In particular, the manuscript should be theoretically sound, logically structured, and methodologically rigorous. Besides, it should contain the following: what the problem is, why the research is important, what we know and do not know about the research currently, what novel advances in knowledge that the research is going to contribute, and what the field is going to gain from this research.

I hope that you will enjoy this issue. The editorial team looks forward to providing many more excellent issues as the years unfold. Thank you for your interest in and support of the *ESTEEM Journal of Social Sciences and Humanities*. Your feedback and input is always valued.

Dr. Rofiza Aboo Bakar  
Chief Editor

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