

Foreword

Welcome to the **First Issue 2013** of the Journal of Social Sciences and Humanities (JSSH)!

JSSH is an open access journal for the social sciences & humanities published by Universiti Putra Malaysia Press. It is independently owned and managed by the university and run on a non-profit basis for the benefit of the world-wide social science community.

In this issue, there are **25 articles** published; out of which **17 articles** are regular articles and **8 articles** arise from an International Conference on “Role of Humanities & Social Sciences in Holistic Development of Future Technocrats-Looking Ahead (RHSSFT)” held in India. The authors of these articles vary in country of origin (Malaysia, Iran, China, and India).

The regular articles cover a wide range of topics, from a study of the elements promoting learning from a strategic partner in the case of Malaysia (*Mansor, Z. D.*), a case study of factors affecting the willingness to pay for renewable energy amongst Eastern Malaysian households (*Aini, M. S. and Goh Mang Ling, M.*), a study to explore the influences of consumer socialization agents on branded apparel purchase among urban Malaysian Tweens (*Carol Boon Chui Teo, Samsinar Md Sidin and Mohd Izzudin Mohamad Nor*), a microscopic analysis on the behavioural design protocols in architectural design studios (*Farzad Pour Rahimian and Rahinah Ibrahim*), the effects of musical fit on consumers' choice when opportunity and ability is limited (*Yeoh, J. P. S. and North, A.*), a study to explain the uniqueness in the history of Johore, which involved the processes of evolution, transformation and metamorphosis (*N. Hussin and A. Bidin*), Singapore's Economic Development, 1961-1965 (*S. Abdan, N. Hussin and R. Omar*), to an argumentative study on Islam between human inspiration and divine revelation (*Zulkarnain Mohamed and Ungku Maimunah Mohd. Tahir*).

The research studies include topics related to sociology, psychology, education, language and literature; a study on sociological appraisal of happiness capital and youth development in Iran (*Mohammad Taghi Sheykhi*), the contributions of verbal abuse to internalizing problems among early adolescent students in Selangor (*Tan, I. L. Y., Mariani, M. and Rohani, A.*), the exploration on the role of self-esteem as a mediator between perceived parental warmth and depression among early adolescents (*Lim Hui Jun, Rozumah Baharudin and Tan Jo-Pei*), a study that investigates the relationships of birth order, parent-child relationship, personality, and academic performance (*Ha, T. S. and Tam, C. L.*), a comparative analysis of word structures in Malay and English children's stories (*Lay Wah Lee, Hui Min Low and Abdul Rashid Mohamed*), developing a content

subscale to assess university students' argumentative essays (*Vahid Nimehchisalem and Jayakaran Mukundan*), profiles of Malaysian Malay standard accent and identity values in Malaysia (*Idris Aman and Rosniah Mustaffa*), Mandarin attrition among tertiary students (*Yu Zhonggen, Chan Swee Heng and Ain Nadzimah Abdullah*) and the symbolic order of language and social existence in James Joyce's father foreclosure (*Laleh Massiha and Noritah Omar*).

I conclude this issue with 8 articles arising from the RHSSFT conference; an analysis of gender differences in investment behaviour of engineers towards mutual funds (*Rashmi Chaudhary*), intelligence, emotional and spiritual quotient as elements of effective leadership (*Shabnam and Tung, N. S.*), instilling creativity, critical thinking and values for holistic development through humanities and liberal arts courses among engineering students (*Pushp Lata and Devika*), soft skills for successful career (*Kavita Tyagi and Ashu Tomar*), a pragmatic study of intercultural communication in Kiran Desai (*Rajyashree Khushu-Lahiri and Urjani Chakravarty*), future technocrats perception on dissemination of technology (*Anupriya Kaur, Madhur Kaushal, Jai Sisodia and Shruti Chopra*), integrating humanities and liberal arts in engineering curriculum (*Geetha Bakilapadavu and Sushila Shekhawat*) and a study on the benefit of integrating technology with management (*Aggarwal, N. and Medury, Y.*).

I anticipate that you will find the evidence presented in this issue to be intriguing, thought provoking, and hopefully useful in setting up new milestones. Please recommend the journal to your colleagues and students to make this endeavour meaningful.

I would also like to express my gratitude to all the contributors; namely the authors, reviewers and editors for their professional contributions who have made this issue feasible. Last but not the least the editorial assistance of the journal division staff is fully appreciated.

JSSH is currently accepting manuscripts for upcoming issues based on original qualitative or quantitative research that opens new areas of inquiry and investigation.

Chief Executive Editor

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