Foreword

Welcome to the **Second 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 **29 articles** published; out of which **16 articles** are regular articles and **13 articles** are from international conferences. There are **7 articles** arising from the International Conference on Role of Humanities & Social Sciences in Holistic Development of Future Technocrats-Looking Ahead (RHSSFT 2011) and **6 articles** arising from an International Conference on International Conference on English Language Teaching "Teaching English as Performing Art" ICELT 2011. The authors of these articles vary in country of origin (Malaysia, Iran, China, Taiwan and India).

The regular articles cover a wide range of topics, from a research conducted to identify factors which contribute to individual capacity building levels among women entrepreneurs *(Nurfazreen Aina Muhamad Nasharudin, Ma'rof Redzuan and Abd Razak Abd Rahman)*, a study on application of human computer interaction in developing an IT-supported design collaboration process *(Naeimeh Delavari, Muhamad Taufik Abdullah,Rahinah Ibrahim and Normahdiah S. Said)*, a study investigates the representation of time and space in Isabella Bird's *The Golden Chersonese and the Way Thither* (1883), her travel narrative onto Malaya, through a Bakhtinian discussion of the chronotope *(Forough Barani and Wan Roselezam Wan Yahya)*, a study to investigate family caregivers' experiences of caring to a schizophrenia patient in the northern part of Malaysia *(Hoesni, S. M., Subhi, N., Sheau Tsuey Chong, Sarnon and N., Nen, S.)*, to research on Islamic finance on *Sukuk* securities and conventional bonds: Evidence of significant differences *(Meysam Safari, Mohamed Ariff and Shamsher M.)*.

The research studies include topics related to language and linguistics, education and communication; a study on interpretations of history in early twenty-first century Arabic fiction: A critical analysis of al-Saqqaf's *Qissat Irhabi (Riyad Manqoush, Noraini Md. Yusof and Ruzy Suliza Hashim)*, a study seeks to investigate challenges faced by ESL teachers in developing students' speaking skills *(Clarvie M. Charles Spawa and Fauziah Hassan)*, a paper provides an analysis of written feedback on ESL student writers' academic essays to shed light on how feedback acts as a communicative tool between the lecturer and students *(Kelly Tee Pei Leng, Vijay Kumar and Mardziah Hayati Abdullah)*, a study intends to explore the cultural similarities and differences between the lion metaphors in Mandarin Chinese and British English *(Wei, L. X, Wong, B. E and Lim, C. B.)*, a study on engaging ESL

students in the writing classroom through the multiliteracy approach *(Malini Ganapathy and Sarjit Kaur)*, a study on postgraduate students-supervisor interface: Issues and Challenges *(Haliza Mohd Riji, Syed Tajuddin Syed Hasan, Shamsuddin Ahmad)*, a study comparing the physical activity of Malaysian Malay Men and Women before, during, and after Ramadan *Soh Kim Geok1, Aminuddin bin Yusof, Nur Surayyah Madhubala Abdullah, Soh Kim Lam and Ong Swee Leong)*, a study investigates the relationship between sources and teachers' sense of efficacy among novice teachers in Selangor, Malaysia *(Saw Hooi Chin, Samsilah Roslan, Suhaida Abdul Kadir and Rahil Mahyuddin),* a study on learning styles in higher education *(Chai Foong Teng, Zaidatol Akmaliah Lope Pihie, Soaib bin Asimiran and Rosnani Jusoh)*, a study envisaged in determining the relationship between the intensity of Facebook usage and social capital among undergraduates at Universiti Putra Malaysia (*Hanina H. Hamsan, Matthew Naveen Kumar and Mohamad Ibrani Shahrimin)* and an essay examines the non-violent rhetorical situation of the Chipko movement in India *(Mat Nayan, S.).*

The 7 articles arising from the (RHSSFT 2011); art of speaking – an impression of man: analysing the need for communication and soft skills *(Maneeta Kahlon)*, motivation, challenges and success factors of entrepreneurs: an empirical analysis *(Mukta Mani Gupta)*, soft skills – an employee development tool in private banks *(Kusum Ahlawat, Swati Kaul and O.P Ahlawat)*, improving organisational communication in the era of globalisation *(Deshpande P.P)*, the journey of 'communication' from its evolution to its exploiters *(Acharya, S)* financial literacy of new job entrants *(Anupriya Kaur, Niti Mittal and Sanchita Agarwal)* and a study on the street vendors of Kathmandu municipality *(Neera Shrestha).*

I conclude this issue with 6 articles arising from the ICELT 2011 conference; the effects of the genre-based approach on engineering students' writing ability *(Piyatida Changpueng)*, assessing the teaching and learning performance of english freshmen courses by applying data envelopment analysis and management matrix *(Bernard Montoneri, Chia-Chi Lee, Tyrone T. Lin, and Shio-Ling Huang)*, theatre performance for oral communicative competence *(Lizzy Manjooran and Resmi C. B.)*, exploring multilingual practices in billboard advertisements in a linguistic landscape *(Aini Andria Shirin Anuarudin, Chan Swee Heng and Ain Nadzimah Abdullah)*, usefulness of the english language teaching textbook evaluation checklist *(Vahid Nimehchisalem and Jayakaran Mukundan)*, genre analysis of the literature review section in hospitality and management research articles *(Shameem Rafik-Galea, Geraldine de Mello, and Nalini Arumugam)*.

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
Nayan Deep S. KANWAL, FRSA, ABIM, AMIS, Ph.D.
nayan@upm.my