

## PERTANIKA JOURNAL OF SOCIAL SCIENCES & HUMANITIES

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### About the Journal

#### Overview

Pertanika Journal of Social Sciences & Humanities is the official journal of Universiti Putra Malaysia. It is an open-access online scientific journal. It publishes original scientific outputs. It neither accepts nor commissions third party content.

Recognised internationally as the leading peer-reviewed interdisciplinary journal devoted to the publication of original papers, it serves as a forum for practical approaches to improve quality in issues pertaining to social and behavioural sciences as well as the humanities.

Pertanika Journal of Social Science & Humanities is a **quarterly** (*March, June, September, and December*) periodical that considers for publication original articles as per its scope. The journal publishes in **English** as well as in **Bahasa Malaysia** and it is open for submission by authors from all over the world.

The journal is available world-wide.

#### Aims and scope

Pertanika Journal of Social Sciences & Humanities aims to develop as a pioneer journal for the social sciences with a focus on emerging issues pertaining to the social and behavioural sciences as well as the humanities. Areas relevant to the scope of the journal include Social Sciences— architecture and habitat, consumer and family economics, education, consumer law, media and communication studies, political sciences and public policy, population studies, psychology, sociology, and tourism; Humanities—arts and culture, dance, language and linguistics, literature, music, philosophy, and sports.

#### History

Pertanika Journal of Social Sciences & Humanities was founded in 1993 and focuses on research in social and behavioural sciences as well as the humanities and its related fields.

#### Vision

To publish journal of international repute.

#### Mission

Our goal is to bring the highest quality research to the widest possible audience.

#### Quality

We aim for excellence, sustained by a responsible and professional approach to journal publishing. Submissions can expect to receive a decision within 120 days. The elapsed time from submission to publication for the articles averages 180 days. We are working towards decreasing the processing time with the help of our editors and the reviewers.

### **Abstracting and indexing of *Pertanika***

*Pertanika* Journal of Social Sciences & Humanities is now over 27 years old; this accumulated knowledge and experience has resulted the journal being abstracted and indexed in SCOPUS (Elsevier), Clarivate Web of Science (ESCI), EBSCO, DOAJ, Agricola, ASEAN CITATION INDEX, ISC, Microsoft Academic, Google Scholar, and MyCite.

### **Citing journal articles**

The abbreviation for *Pertanika* Journal of Social Sciences & Humanities is *Pertanika J. Soc. Sci. & Hum.*

### **Publication policy**

*Pertanika* policy prohibits an author from submitting the same manuscript for concurrent consideration by two or more publications. It prohibits as well publication of any manuscript that has already been published either in whole or substantial part elsewhere. It also does not permit publication of manuscript that has been published in full in proceedings.

### **Code of Ethics**

The *Pertanika* journals and Universiti Putra Malaysia take seriously the responsibility of all of its journal publications to reflect the highest publication ethics. Thus, all journals and journal editors are expected to abide by the journal's codes of ethics. Refer to *Pertanika*'s **Code of Ethics** for full details, or visit the journal's web link at [http://www.pertanika.upm.edu.my/code\\_of\\_ethics.php](http://www.pertanika.upm.edu.my/code_of_ethics.php)

### **Originality**

The author must ensure that when a manuscript is submitted to *Pertanika*, the manuscript must be an original work. The author should check the manuscript for any possible plagiarism using any program such as Turn-It-In or any other software before submitting the manuscripts to the *Pertanika* Editorial Office, Journal Division.

All submitted manuscripts must be in the journal's acceptable **similarity index range**:  $\leq 20\%$  – PASS;  $> 20\%$  – REJECT.

### **International Standard Serial Number (ISSN)**

An ISSN is an 8-digit code used to identify periodicals such as journals of all kinds and on all media—print and electronic.

*Pertanika* Journal of Social Sciences and Humanities: e-ISSN 2231-8534 (Online).

### **Lag time**

A decision on acceptance or rejection of a manuscript is reached in 120 days (average). The elapsed time from submission to publication for the articles averages 180 days.

### **Authorship**

Authors are not permitted to add or remove any names from the authorship provided at the time of initial submission without the consent of the journal's Chief Executive Editor.

### **Manuscript preparation**

Most scientific papers are prepared according to a format called IMRAD. The term represents the first letters of the words *Introduction*, *Materials and Methods*, *Results*, *And Discussion*. IMRAD is simply a more 'defined' version of the "IBC" (*Introduction*, *Body*, *Conclusion*) format used for all academic writing. IMRAD indicates a pattern or format rather than a complete list of headings or components of research papers; the missing parts of a paper are: *Title*, *Authors*, *Keywords*, *Abstract*, *Conclusions*, *References*, and *Acknowledgement*. Additionally, some papers include *Appendices*. For manuscripts in **Bahasa Malaysia**, the title, abstract and keywords should be written in both **English** and **Bahasa Malaysia**.

The *Introduction* explains the scope and objective of the study in the light of current knowledge on the subject; the *Materials and Methods* describes how the study was conducted; the *Results* section reports what was found in the study; and the *Discussion* section explains meaning and

significance of the results and provides suggestions for future directions of research. The manuscript must be prepared according to the journal's **Instruction to Authors** ([http://www.pertanika.upm.edu.my/Resources/regular\\_issues/Regular\\_Issues\\_Instructions\\_to\\_Authors.pdf](http://www.pertanika.upm.edu.my/Resources/regular_issues/Regular_Issues_Instructions_to_Authors.pdf)).

### **Editorial process**

Authors who complete any submission are notified with an acknowledgement containing a manuscript ID on receipt of a manuscript, and upon the editorial decision regarding publication.

*Pertanika* follows a **double-blind peer-review process**. Manuscripts deemed suitable for publication are sent to reviewers. Authors are encouraged to suggest names of at least 3 potential reviewers at the time of submission of their manuscripts to *Pertanika*, but the editors will make the final selection and are not, however, bound by these suggestions.

Notification of the editorial decision is usually provided within 120 days from the receipt of manuscript. Publication of solicited manuscripts is not guaranteed. In most cases, manuscripts are accepted conditionally, pending an author's revision of the material.

As articles are double-blind reviewed, material that may identify authorship of the paper should be placed only on page 2 as described in the first-4-page format in *Pertanika*'s **Instruction to Authors** ([http://www.pertanika.upm.edu.my/Resources/regular\\_issues/Regular\\_Issues\\_Instructions\\_to\\_Authors.pdf](http://www.pertanika.upm.edu.my/Resources/regular_issues/Regular_Issues_Instructions_to_Authors.pdf)).

### **The journal's peer review**

In the peer review process, 2 or 3 referees independently evaluate the scientific quality of the submitted manuscripts. At least 2 referee reports are required to help make a decision.

Peer reviewers are experts chosen by journal editors to provide written assessment of the **strengths** and **weaknesses** of written research, with the aim of improving the reporting of research and identifying the most appropriate and highest quality material for the journal.

### **Operating and review process**

What happens to a manuscript once it is submitted to *Pertanika*? Typically, there are 7 steps to the editorial review process:

1. The journal's Chief Executive Editor and the Editor-in-Chief examine the paper to determine whether it is relevance to journal needs in terms of novelty, impact, design, procedure, language as well as presentation and allow it to proceed to the reviewing process. If not appropriate, the manuscript is rejected outright and the author is informed.
2. The Chief Executive Editor sends the article-identifying information having been removed, to 2 to 3 reviewers. They are specialists in the subject matter of the article. The Chief Executive Editor requests that they complete the review within 3 weeks.

Comments to authors are about the appropriateness and adequacy of the theoretical or conceptual framework, literature review, method, results and discussion, and conclusions. Reviewers often include suggestions for strengthening of the manuscript. Comments to the editor are in the nature of the significance of the work and its potential contribution to the research field.

3. The Editor-in-Chief examines the review reports and decides whether to accept or reject the manuscript, invite the authors to revise and resubmit the manuscript, or seek additional review reports. In rare instances, the manuscript is accepted with almost no revision. Almost without exception, reviewers' comments (to the authors) are forwarded to the authors. If a revision is indicated, the editor provides guidelines to the authors for attending to the reviewers' suggestions and perhaps additional advice about revising the manuscript.
4. The authors decide whether and how to address the reviewers' comments and criticisms and the editor's concerns. The authors return a revised version of the paper to the Chief Executive Editor along with specific information describing how they have

addressed the concerns of the reviewers and the editor, usually in a tabular form. The authors may also submit a rebuttal if there is a need especially when the authors disagree with certain comments provided by reviewers.

5. The Chief Executive Editor sends the revised manuscript out for re-review. Typically, at least 1 of the original reviewers will be asked to examine the article.
6. When the reviewers have completed their work, the Editor-in-Chief examines their comments and decides whether the manuscript is ready to be published, needs another round of revisions, or should be rejected. If the decision is to accept, the Chief Executive Editor is notified.
7. The Chief Executive Editor reserves the final right to accept or reject any material for publication, if the processing of a particular manuscript is deemed not to be in compliance with the S.O.P. of *Pertanika*. An acceptance notification is sent to all the authors.

The editorial office ensures that the manuscript adheres to the correct style (in-text citations, the reference list, and tables are typical areas of concern, clarity, and grammar). The authors are asked to respond to any minor queries by the editorial office. Following these corrections, page proofs are mailed to the corresponding authors for their final approval. At this point, **only essential changes are accepted**. Finally, the manuscript appears in the pages of the journal and is posted on-line.