

# ESTEEM

## Journal of Social Sciences and Humanities

Volume 9, No 1, April 2025



# **E S T E E M**

## **JOURNAL OF SOCIAL SCIENCES AND HUMANITIES**

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# **ESTEEM**

## **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 The journal provides an avenue for scholars and practitioners to document unpublished, original manuscripts related to emerging issues, developments, and trends that examine how people interact, integrate, behave and influence the world around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 21<sup>st</sup> century.

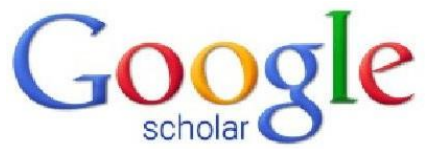
### **Frequency of Publication**

- 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.

### **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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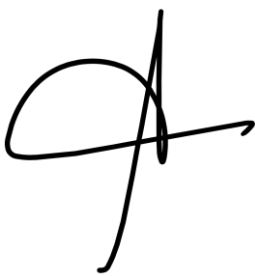
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## EDITORIAL NOTE

On behalf of the ESTEEM Journal of Social Sciences and Humanities (EJSSH) Editorial Team, I am delighted to present Volume 9, No 1, April 2025. After multiple series of the double-blind peer review process, we accepted 11 high-quality manuscripts that 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.



**Editor-in-Chief**

Dr. Noor Ashikin Basarudin  
ESTEEM Journal of Social Sciences and Humanities  
Universiti Teknologi MARA Cawangan Pulau Pinang

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