

Foreword

Welcome to the **Fourth Issue 2017** of the Journal of Social Sciences and Humanities (JSSH)!

The JSSH is an open-access journal of Social Sciences and Humanities, published by Universiti Putra Malaysia Press. It is independently owned and managed by the university on a non-profit basis for the benefit of the social science community.

This issue contains **26 articles** consisting of one short communication, one case study while the rest are research papers. The authors of these articles hail from **Pakistan, Malaysia, India, Mauritius, Thailand, Russia, Turkey, Iran, China, South Korea and Indonesia**.

The short communication in this issue looks at improved risks and benefits of assessment tool for institutional review boards (*Wei-Hong Lai, Tze-Ming Ho and Zainanda Zainal*), while the case study discusses language choice of Malaysian Tamil university students in Facebook (*Malarvizhi Sinayah, Thanalachime Perumal, Elantamil Maruthai, Paramasivam Muthusamy, Ponniamah Muniandy and Rajantheran Muniandy*).

The research papers cover a wide range of topics. One examines spirituality at work and organisational commitment of university teachers (*Thakur, K., Singh, J. and Kaur, P.*) while others examine the following: the CRM framework for higher education in Mauritius (*Roopchund, R. and Alsaïd, L.*); business model innovations transforming the hotel industry and its implications for small and medium hotels in Mauritius (*Goorah & Panchoo*); green product and consumer behaviour: an analytical study (*Shamsi, M. S. and Siddiqui, Z. S.*); emotional intelligence: a study on academic professionals (*Chitra Krishnan, Richa Goel, Gurinder Singh, Chitra Bajpai, Priyanka Malik and Seema Sahai*); an empirical study to enquire the effectiveness of digital marketing in the challenging age with reference to Indian economy (*Richa Goel, Seema Sahai, Chitra Krishnan, Gurinder Singh, Chitra Bajpai & Priyanka Malik*); consumer awareness of digital payment with special reference to the village area (*Priyanka Malik, Gurinder Singh, Seema Sahai, & Chitra Bajpai, Richa Goel and Chitra Krishnan*); intercultural communication among the local elites in Indonesia (a study of Banten province) (*Karomani*); estimation of future paddy production and sustainable land allocation in Malaysia: a polynomial approach (*Subramaniam Munusamy, Yogambigai Rajamoorthy, and Khalid Abdul Rahim1*); Islamic background of Thai Muslim youth with Islamic ethical behaviour: a study of Muslim youth in three southern border provinces of Thailand (*Laeheem, K.*); enhancing learners' sentence constructions via "wheel of grammar" (*Grace Julian Chambers and Melor Md. Yunus*); barriers to implementing action research among Malaysian teachers (*S. Kanageswari Suppiah Shanmugam and Lee Shok Mee*); aspirants' agendas and party ideology in newspaper political ads in Nigeria (*Sharafa Dauda and Nik Norma Nik Hasan*);

sociology of political support in Russia: the Ukraine crisis, Putin and the dynamics of public opinion (*Iliia A. Bykov and Aleksey Kuzmin*); the effect of medium on the message: paper-and-pencil vs. electronic teacher corrective feedback (*Maliheh Rezaei and Nasrin Shokrpour*); exploring teachers' and parents' perceptions on social inclusion practices in Malaysia (*Donnie Adams, Alma Harris and Michelle Suzette Jones*); corporate governance disclosure in Indonesia (*Chaerul Djusman Djakman, Sylvia Veronica Siregar and Siti Nurwahyuningsih Harahap*); investigating task-induced involvement load and vocabulary learning from the perspective of metacognition (*Mark, Feng Teng*); investigating the educational offering in a quasi-autonomous Thai municipality (*Peerasit Kamnuansilpa, John Draper, Hirofumi Ando, and Narong Kiattikunwong*); uncritical inference test in developing basic knowledge and understanding in the learning of organic spectroscopy (*Cha Jeongho, Kan Su-Yin and Chia Poh Wai*); EFL advanced adult learners' use of English modals in narrative composition (*Laleh Khojasteh, Nasrin Shokrpour and Najmeh Torabiardakani*); the role of secure base and safe haven: a means of re-constructing the broken-self in Yvonne Vera's 'under the tongue' (*Dodhy, S., Kaur, H., Yahya, W. R. W. and Bahar, I. B.*); exploring factors for pedestrian fatalities at junctions in Malaysia (*Rizati Hamidun, Azzuhana Roslan and Rohayu Sarani*); and the influence of product quality and service quality on house buyer's satisfaction in prima home (*Aziam Mustafa, Nasriyah Adnan and Siti Salwana Mohd Nawayai*).

The papers are intriguing, thought-provoking and have set new milestones. Please recommend the journal to your colleagues and students who would find its contents useful for their research.

I would like to express my gratitude to all the contributors who have made this issue possible including the reviewers and editors. Last but not least, the editorial assistance of the journal division staff is fully appreciated.

The JSSH is currently accepting manuscripts, for its 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