

Foreword

Welcome to the 4th 2020 issue of the *Pertanika Journal of Social Sciences and Humanities (PJSSH)*!

PJSSH is an open-access journal for studies in Social Sciences and Humanities published by Universiti Putra Malaysia Press. It is independently owned and managed by the university for the benefit of the world-wide scientific community.

This issue contains 50 articles; 1 review article, 1 case study, 1 concept paper and the rest are regular articles. The authors of these articles come from different countries namely Brunei Darussalam, China, Colombia, India, Indonesia, Iran, Malaysia, Nigeria, Philippines, Saudi Arabia, South Africa, Taiwan and Thailand.

Articles submitted for this issue cover various scopes of Social Sciences and Humanities including: arts and culture; consumer and family economics; education; finance; historical and civilisation studies; language and linguistics; law; literature; management studies; media and communication studies; political sciences and public policy; psychology; religious studies; sociology; technology management and tourism.

A regular article titled “Exploring Patients’ Experience on Hospital Merger: Have they benefited from Cluster Hospital Initiative in Malaysia?” sought to understand the effect of Cluster Hospital Initiative (CHI) in Malaysia towards patients. This study demonstrated that the expected benefits brought on by CHI appeared to be well-received by the patients. The detailed information of this article is presented on page 2645.

A selected article from the scope of political science and public policy, titled “Scandal and Malay Politics: A Question of Dignity Against Anwar Ibrahim and Azmin Ali” argued that moral or sex scandals were most effective to defeat a Malay politician in Malaysia. The study shows that after the same tactic is used over the decades, it appears that voters are reaching a saturation point, especially among middle-class Malays. The efforts by politicians to mobilise the people based on this religious-centric view on dignity has not shown much results in recent years. Details of this study are available on page 2807.

Juan Zhang and John Walsh dissected the relationship between three factors for historic and cultural tourists, in their article entitled “Tourist Experience, Tourist Motivation and Destination Loyalty for Historic and Cultural Tourists”. The study shows that tourists’ experience influenced destination loyalty positively, and tourist motivation mediated

the effect of tourist experience on destination loyalty significantly. Besides that, it is worthwhile for historic cultural destinations to make significant investments in their destinations. Further details of the study can be found on page 3277.

We anticipate that you will find the evidence presented in this issue to be intriguing, thought-provoking and useful in reaching new milestones in your own research. Please recommend the journal to your colleagues and students to make this endeavour meaningful.

All the papers published in this edition underwent Pertanika's stringent peer-review process involving a minimum of two reviewers comprising internal as well as external referees. This is to ensure that the quality of the papers justifies the high ranking of the journal, which is renowned as a heavily-cited journal not only by authors and researchers in Malaysia but by those in other countries around the world as well.

In the last 12 months, of all the manuscripts peer-reviewed, 38% were accepted. This seems to be the trend in PJSSTH.

A special thanks to all the Editorial Board Members of PJSSTH (2018-2020) for serving Pertanika Journal of Social Sciences and Humanities for the past two years in ensuring Pertanika plays a vital role in shaping the minds of researchers, enriching their lives, and encouraging them to continue their quest for new knowledge. Also, we welcome the new Editorial Board Members on board. We hope that their involvement and contributions towards Pertanika would not only improve its quality but also support the development efforts in making it an international journal of good standing.

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

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