Foreword

Welcome to the 2nd 2021 issue for 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 science community.

This issue contains 37 articles; one review article; one case study; and the rest are regular articles. The authors of these articles come from different countries namely Brunei, Chile, China, India, Iraq, Malaysia, Nigeria, Oman, Pakistan, Philippines, Taiwan, Thailand and Vietnam.

Articles submitted for this issue cover various scopes of Social Sciences and Humanities including: accounting, architecture and habitat, economics, education, language and linguistics, law, literature, management studies, media and communication studies, political sciences and public policy, psychology, religious studies, and sociology.

A regular article entitled "Perceptions of Parenting Behavior by Adolescents: The Development of the Malaysian Parenting Behavior Inventory" sought to examine adolescents' perceptions of their mother's and father's parenting behaviour and developing a new Malaysian Parenting Behavior Inventory (MPBI). This study showed that the MPBI has good initial psychometric properties and is culturally influenced. To extend the general knowledge of developmental psychology, it is a need to develop this scale which is suitable to be used by Malaysians. The detailed information of this article is presented on page 1011.

Su Luan Wong and colleagues undertook a study with the aim of understanding Digital Leadership (DL) among principals from four High Performing Schools (HPS) in Malaysia from the perspective of public relations practice, in their article, entitled "Understanding Public Relations Practice among Exemplar School Principals in Malaysian Schools". The results indicated that social media have become the contemporary public relations conduit among exemplar Malaysian school principals. The aforesaid findings have meaningful implications for all school principals to better integrate social media in their public relations practice especially by leveraging on third-party social media platforms. Further details of the study can be found on page 1273.

A selected article from the scope of language and linguistics, entitled "Using Context Clues in Determining Contextual Meaning of Arabic Words" identified how context clues help students determine the contextual meaning of an Arabic word by using a three-dimensional model introduced by Fairclough. The findings showed that context clues can help students understand the meaning of Arabic words and enhance their understanding based on their sentence context. This is important to inculcate interest as well as improve the mastery and understanding of the students, including introducing the context clue technique. Details of this study are available on page 1335.

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 was to ensure that the quality of the papers justified 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.

We would also like to express our gratitude to all the contributors, namely the authors, reviewers, Editor-in-Chief and Editorial Board Members of PJSSH, who have made this issue possible. PJSSH 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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