

Preface

Regional Conference on Science, Technology and Social Sciences (RCSTSS 2014) is a biannual conference on science, technology and social sciences organized by Universiti Teknologi MARA Pahang. One of the aims of the conference is to provide a continuous effort to share invaluable insights on the important roles played by the various disciplines in science, technology and social sciences. It also serves as a platform to disseminate research findings as a catalyst to bring out positive innovations on the development of the region.

The proceeding is a compilation of selected papers presented from the latest RCSTSS 2014, and the topics covered in the proceeding are accounting, art and design, business, communication, economic, education, finance, humanity, information management, marketing, music, religious, social sciences and tourism. The selected papers for the proceeding have undergone careful selection process by our editors to ensure that they meet the objectives of the conference and also represent the latest relevant findings from research conducted by academicians locally, regionally and globally.

The proceeding would be a significant point of reference to academicians and students who want to pursue further research in their respective fields. For academicians, it would be a good source of information to conduct further research, whilst for students, it would be the latest point of reference on research conducted in fields of their interest.

Knowledge which was formerly the bastion of the elite few is now accessible to all. The role of universities is no longer confined to that of ivory towers but more towards the facilitation and dissemination of knowledge. The proceedings hope to facilitate the creation of new knowledge through the exchange of ideas, strategies and innovations in the various technological and social sciences disciplines.

Bandar Pusat Jengka, Pahang, Malaysia

Mohd Amli Abdullah
Wan Kalthom Yahya
Nazirah Ramli
Siti Rosiah Mohamed
Badli Esham Ahmad

Regional Conference on Science, Technology and
Social Sciences (RCSTSS 2014)

Business and Social Sciences

Amli Abdullah, M.; Kalthom Yahya, W.; Ramli, N.; Rosiah
Mohamed, S.; Ahmad, B.E. (Eds.)

2016, XVII, 1094 p. 100 illus., Hardcover

ISBN: 978-981-10-1456-7