

# PROCEEDING



**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA



# THE INTERNATIONAL CONFERENCE ON SOCIAL SCIENCE & HUMANITIES 2018

*Contribution of  
Social Science  
and Humanities  
in National  
Development*

**DATE  
EVENT**

19 .04. 2018

## **Sub Themes**

- Philosophy
- Psychology
- Management
- Communication
- Sociology
- Leadership
- Government & Public Services

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# Foreword

Assalamualaikum, salam sejahtera, selamat datang and welcome to The International Conference on Social Sciences and Humanities 2018. Thanks to God who has given us His grace and His permission to our meeting this time.

The International Conference on Social Sciences and Humanities 2018 (PSSSK 2018) is the first ever conference organized by the Department of Human Resource Development (JPSM) Faculty of Management. This conference is a first step in pioneering the relationship between JPSM, Faculty of Management and the State University of Makassar (UNM), Indonesia, in academic, research, culture and social. The main purpose of PSSSK 2018 is to provide an opportunity for postgraduate students from both universities to present their research results throughout their studies at their respective universities.

Additionally, all academics from both universities are most welcome to present their paperwork or research findings. PSSSK 2018 also targets academic members and scholars to submit papers or research findings as an insertion paper to be published in the proceedings of the conference. In other word, PSSSK 2018 is one of the ideal platforms for students and academics from both universities to share their views and experiences in areas related to Social Sciences and Humanities.

To more be specific, the conference has 3 objectives. First, to provide opportunities for UTM and UNM postgraduate students to present their research findings. Second, to provide academic discussion platforms to speakers and participants on issues related to Social Sciences and Humanities; and third, to establish a scholarly relationship among lecturers, students, guesses, authors, researchers from various universities who participate in the conference.

For information, a total of 59 papers have been successfully compiled in this conference proceeding. Of these, 43 papers have been presented, while 16 papers were inserted. These papers encompassed with the themes i.e. philosophy, psychology, human resource development, history, management, communication, sociology, politics, leadership, statehood, service and public administration.

On this occasion, we would like to appreciate and thank to the audiences, article's authors and presenters. May you continue on producing quality articles in the future as a contribution to the community and the country. Without forgetting, we would like to express thanks to the committee members who has very high commitment in making this conference successful. Only Allah can repay you all, and be some lasting contributions *amal jariah*, *Insha Allah*. We also apologize if there are any shortcomings and weaknesses during the conference. All feedbacks are most welcome.

Thank you again and wassalamualaikum.