

ISSC 2016 : International Soft Science Conference

Guest Editors' Message

Bahtiar Mohamad^{a*}, Siti Mahfuzah Sarif^a, Syamsul Bahrin Zaibon^a

* Corresponding author: Bahtiar Mohamad, mbahtiar@uum.edu.my

^a*School of Multimedia Technology and Communication, Universiti Utara Malaysia, 06010 Sintok, Kedah, Malaysia*

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ISSC 2016 International Soft Science Conference is organised to allow soft science researchers to convene and share their soft science research. One may have heard of the natural sciences, e.g., chemistry, physics, and biology being called the hard sciences, and the social sciences, e.g., history, political science, and sometimes even information technology, communication, and psychology being referred to as the soft sciences. Some sciences such as psychology and sociology used to be considered as soft sciences, but now are considered hard sciences. There are sciences that can be both. Hard sciences involve experiments that are relatively easy to set up, with controlled variables to make objective measurements. Soft sciences, on the other hand, mostly involve studies dealing with human. In soft sciences research, it may be difficult to isolate all variables that may influence the outcome and this may make the measurements more subjective. Thus, the challenge of ensuring research rigor in soft sciences.

In general, management (soft sciences) can be defined as the art of conducting a planned working process and implementing it in a systematic and organized ways assisted with certain guidelines. More often than not, management is often associated with the administration process, where it must covers three key elements; organization and management, procedures, or guidelines. These three elements are independent of each other yet still requires a balanced relationship.

In order to realise the elements mentioned above, the Research and Innovation Management Centre (RIMC) of Universiti Utara Malaysia has organised the first international conference of soft sciences (ISSC 2016 International Soft Science Conference). The presentations and discussions in ISSC 2016 are hoped to give all participants opportunities to witness that soft sciences do play an

important role in social management and development. This is an appropriate effort and great potential to contribute to the discourse of current knowledge in the field of soft sciences.

This volume comprises papers that were presented at the ISSC 2016 International Soft Science Conference which was held in Langkawi Island, from the 11th to 13th April 2016. As guest editors of the conference proceedings, we are grateful for the support of scientific committee members, reviewers, and all contributors for their goodwill, support and patience in revising their papers. We are also grateful to all committee members of the ISSC 2016 who have assisted us in bringing this volume to fruition.

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