

PREFACE

I am delighted to be presented this opportunity to pen a few words in conjunction with the *USM -POTO International Conference 2014*, organised by the Centre for Research Liberal Arts & Social Sciences, Universiti Sains Malaysia in collaboration with POTO Travel SDN BHD is organizing the USM-POTO International Conference.



The main goal of this conference is to provide a platform for discussion and sharing of establishing a state of the art event, topics and findings regarding the relationships between forms and kinds of art and sciences. It also aims provide opportunity and to stimulate interdisciplinary discussions and networking to further enhance the knowledge to interact and discuss and sharing their research result of academicians, practitioners, researchers, students and professionals on issues about future art and sciences research. The invited speakers were chosen based from their expertise field. Their presentations will be most beneficial to all who wish to broaden their knowledge about these topics. All presented articles will be published in the official conference proceedings, which will have an assigned ISBN number, competitive and best papers will have the opportunity to be fast-tracked to selected journals, a SCOPUS indexed journal.

All papers presented went through strict peer-reviewed before final papers being selected. The author wishes to acknowledge the contributions of all members of the Scientific Committee and also the conference the secretariat with the hope that results from the papers presented in the conference would be translated into meaningful and real cases.

I am confident that all participants will benefit from this conference.

Best wishes,

Professor Dr. Ruslan Rainis