

## **Preface**

A warm welcome to all delegates of the International Conference for Management, Social Sciences and Humanities (ICMeSH) 2020!

In the more than two decades that Universiti Teknologi PETRONAS (UTP) has served as a university in Malaysia, our department, the Department of Management and Humanities (MH) has been UTP's focal point where issues, subjects and knowledge in the field of Social Science are debated, taught and exchanged. The unique combination of our three clusters which are Business Management, Social Sciences as well as Language and Communication clusters has provided the multidisciplinary space for important social issues to be discussed and studied. Although in slightly different permutations, our department has organized previous conferences under UTP's ESTCON banner which saw many conference delegates coming together to share both scholarship and fellowship.

Ladies and gentlemen, this year, the theme of ICMeSH 2020 is "Integrating Values of the Humanities and Management for a Sustainable Future". Our focus in this conference is in studying and scrutinizing the crossroads between human values in the conventional sense as they confront or collide with 21st century industrial and technological shifts especially as these shifts inevitably disrupt our lives and even livelihoods in terms of socioeconomic and cultural changes. With this focus, I invite all of us to attend the conference presentations to learn about cutting-edge ideas from current research projects that will be presented by our delegates.

However, as it turned out, the biggest disruption in our lives has been the global pandemic that has changed the way we live. As we know only too well, the nature of our conference this time around is different. With online platforms becoming the new norm for communication and learning, our virtual conference sessions for the next few days will try to replicate the same feel as a physical conference. I hope that you will see this disruption as an opportunity and make the most of this by turning it into an advantage. Our online conference platform therefore, provides our delegates with a multitude of contact points and communication tools to exchange ideas and thoughts as well as to form strategic networks. With there being no physical barriers, delegates can potentially connect and sustain these connections even after the conference ends. As much as we can, we want this conference to be as good as, if not better than how our physical conference would have been.

Ladies and gentlemen, I would like to take this opportunity to thank my committee members who have, in the last few years worked very hard to prepare for this. Despite the impact of the pandemic, our team has been able to navigate the obstacles successfully in order to ensure that our conference sessions can run smoothly. I would also like to express utmost gratitude to our conference co-organisers namely University of Nizwa (Oman), FPT University (Vietnam), Swinburne University of Technology Sarawak Campus, International University of Malaya-Wales and Universiti Malaysia Terengganu as well as to our sponsors Makhostia Sdn. Bhd. and Creative Minds Sdn. Bhd., for their support and contribution!

Finally, I would like to take this opportunity to wish all ICMeSH 2020 conference delegates, a fruitful, insightful and meaningful conference. I hope that we will come away from this conference with new-found knowledge about important managerial, social and cultural issues that affect us now and going forward.

Editor and Chair of ICMeSH2020,

Associate Professor Dr. Lai Fong Woon