

# Foreword

Welcome to the third issue of 2022 for the *Pertanika Journal of Social Sciences and Humanities (PJSSH)*!

PJSSH is an open-access journal for studies in Social Sciences and Humanities published by Universiti Putra Malaysia Press. It is independently owned and managed by the university for the benefit of the world-wide science community.

This issue contains 26 articles: a review article; a case study; and the rest are regular articles. The authors of these articles come from different countries namely India, Indonesia, Malaysia, Nigeria, Pakistan, Philippines, Thailand and Ukraine.

A regular article titled “Gender, Resistance, and Identity: Women’s Rewriting of the Self in Chitra Banerjee Divakaruni’s *Before We Visit the Goddess*” sought to examine the multiple ways the leading female characters in the novel contest, negotiate and reconstruct pre-existing definitions of gender identities. This study provides a refreshing insight into the Indian female characters in the selected text from the lens of Cixous’ framework. The detailed information of this article is presented on page 1201.

A selected article from the scope of consumer and family economics, “The Effects of Smart Money Kit on the Financial Interest, Financial Management Behavior, and Prosocial Levels of Preschoolers”, aimed to ascertain whether a Smart Money Kit (SMK) can be utilized as an alternative financial education tool as a way of increasing preschoolers’ financial interest, management behavior, and prosocial levels. The study showed that SMK effectively improves children’s interests in financial education, management, and prosocial behavior. Details of this study are available on page 1245.

Kannapa Pongponrat researched how environmental policy can be effective by mobilizing stakeholders into the project in “Stakeholder Engagement Process in Water Saving Initiatives for Sustainable Tourist Destination in Samui, Island, Thailand.” This paper refers to certification for the hotel, which will attract environment-conscious tourists who are also important stakeholders. Results from the SWSS project addressed limiting aspects of the stakeholder engagement processes, including poor information dissemination, small numbers and few stakeholders involved, inconsistency across the project, and unclear incentive strategies for stakeholder engagement. Further details of the study can be found on page 1341.

We anticipate that you will find the evidence presented in this issue to be intriguing, thought-provoking and useful in reaching new milestones in your own research. Please recommend the journal to your colleagues and students to make this endeavour meaningful.

All the papers published in this edition underwent Pertanika's stringent peer-review process involving a minimum of two reviewers comprising internal as well as external referees. This was to ensure that the quality of the papers justified the high ranking of the journal, which is renowned as a heavily-cited journal not only by authors and researchers in Malaysia but by those in other countries around the world as well.

We would also like to express our gratitude to all the contributors, namely the authors, reviewers, Editor-in-Chief and Editorial Board Members of PJSSH, who have made this issue possible.

PJSSH is currently accepting manuscripts for upcoming issues based on original qualitative or quantitative research that opens new areas of inquiry and investigation.

**Chief Executive Editor**

[executive\\_editor.pertanika@upm.edu.my](mailto:executive_editor.pertanika@upm.edu.my)