

Foreword

Welcome to the fifth issue of 2025 for the *Pertanika Journal of Social Sciences and Humanities (PJSSH)*!

PJSSH is an open-access journal for studies in the field of 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 15 articles; all are regular articles. The authors of these articles come from different countries namely Indonesia, Malaysia, Philippines, Republic of Türkiye, and the Kingdom of Saudi Arabia.

A regular article titled “Pre-Retirement Withdrawal Patterns and Determinant Factors: A Case Study of Malaysian Employee Provident Fund Members” sought to investigate the impact of pre-retirement withdrawal on the savings balance among Malaysian EPF members between the ages of 55 and 59, focusing on withdrawal patterns, motivations, and demographic factors that influence the likelihood of making a pre-retirement withdrawal. The results reveal a potential challenge to retirement security for many EPF members. The detailed information of this article is presented on page 1803.

An article entitled “Philanthropic Fundraising in Higher Education: Alumni Engagement, Brand Equity, and Social Impact” explores the influence of alumni engagement, university brand equity, and the social impact of philanthropic institutions on alumni’s philanthropic intentions towards their alma mater. The findings reveal alumni engagement (AE), brand equity (BE), and the social impact of campus philanthropic institutions (SI) significantly influence alumni philanthropic intention (PI). The study emphasizes that alumni philanthropy becomes a key pillar of higher education financing in the future. Further details of the study can be found on page 1845.

Fajar Adinugraha and colleagues investigate the effectiveness of indigenous knowledge-oriented instructional modules to promote biodiversity literacy. Their study highlights the significant role of the IKIM module in improving biodiversity literacy, demonstrating its effectiveness in integrating western science and indigenous knowledge. The findings indicated that the experimental group exhibited a more pronounced enhancement in biodiversity literacy scores than the control group. The results also suggest that IKIM enhances biodiversity literacy and aids contextual efforts to mitigate its loss. Detailed information of this article is presented on page 2073.

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 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.

Editor-in-Chief

Puvaneswaran Kunasekaran