

# FOREWORD

## Editor's Foreword and Introduction to Vol. 7 (1) Jul. 2025

It is with great pleasure that I welcome you to the first regular issue of JHSSR for the year 2025. As a peer-reviewed, open-access journal (eISSN 2682-9096), JHSSR continues its mission of advancing critical inquiry across the humanities and social sciences. Independently owned and published by BP Services on a **not-for-profit** basis, we strive to serve the global scholarly community by publishing rigorous, interdisciplinary research that fosters academic dialogue and practical insight. [Find out more here.](#)



*Recognizing the Publishing Team Whose Precision, Commitment, and Behind-the-Scenes Efforts Ensure the Journal's Scholarly Excellence and Timely Publication*

This special issue features **13 carefully selected articles** spanning a wide spectrum of themes, disciplines, and geographies. From empirical studies and conceptual analyses to opinion essays and a book review, the diversity of contributions reflects our commitment to inclusive, cross-disciplinary scholarship.

We open with **eight original research articles**:

1. **Dr. Kamaljeet Kaur et al.** (Malaysia) investigate *impulsive buying behaviors* among Malaysian youth in AI-driven retail environments, using the SOR and TAM frameworks. The study offers actionable insights for digital commerce and policy.
2. **Dr. Võ Thanh Tuyền et al.** (Vietnam) explore how *street vendors in Ho Chi Minh City* adapt to sidewalk fee policies, highlighting tensions between urban governance and informal livelihoods through the Sustainable Livelihoods Framework.
3. **Qing Wu** (China) examines the relationship between *religion and health decision-making* in the Chaoshan region of China, offering valuable perspectives at the intersection of tradition, ethics, and public health.
4. **Muhammad Fairul Azreen et al.** (Singapore) present a practice-based study on *spoken word in contemporary dance choreography*, demonstrating its potential to enhance narrative expression and communication in the performing arts.
5. **Dr. Mai Hồ Xuân** (Vietnam) raises an urgent call to preserve the *languages of ethnic minorities* in Central Vietnam, emphasizing the sociocultural risks of language loss among younger generations.

6. **Dr. Caesar Dealwis et al.** (Malaysia) delve into the role of *translanguaging* in ESL classrooms in Sarawak, Malaysia, underscoring its importance as a pedagogical strategy for students with low English proficiency.
7. **Nguyễn Lưu Tâm Anh et al.** (Vietnam) analyze the *social networks of young migrant workers* in Vietnam's industrial zones, revealing the significance of both strong and weak ties in workplace adaptation and community integration.
8. **M. Amala Freeda et al.** (India) explore *motherhood and trauma* in Louise Erdrich's *The Round House*, contextualizing gendered violence within Native American communities through trauma theory and narrative analysis.

The issue also includes a **thought-provoking opinion piece** by **Professor Brij Mohan** (USA) titled "*Marxology Beyond Darwin and Freud.*" This philosophical essay critiques modern civilization's trajectory through a Marxist and existential lens, calling for a renewed ethical framework rooted in solidarity and selfless action.

Three **concept papers** broaden the intellectual scope:

**Dr. Ayad Neissi** (Iran) proposes *innovative strategies for teaching Arabic*, integrating modern pedagogy with linguistic and cultural sensitivity.

**Dwayne Bynum** (USA) addresses *public speaking anxiety*, tracing its historical and psychological roots while offering practical solutions grounded in educational psychology.

**Thendral S et al.** (India) examine *narrative justice* in Ira Mukhoty's *Songs of Draupadi*, reinterpreting mythology through a feminist and postcolonial framework.

We close the issue with a **compelling book review** by **Dr. Bhai Harbans Lal** on *Devinder Singh Chahal's Nanak and His Philosophy* (USA). The review applauds the book's rational reinterpretation of Guru Nanak as a natural philosopher advocating a scientific and ethical worldview, inviting readers to rethink traditional religious paradigms.

This diverse collection of articles reinforces our commitment to fostering reflective, impactful research that engages with contemporary social, cultural, and philosophical issues. We thank our contributors, reviewers, and editorial team for their dedication and invite readers to explore this rich and dynamic volume.

As we celebrate the journal's accomplishment of surpassing **1,316 submissions**, with only *257 accepted* and published, we acknowledge the rigorous standards maintained in the review process. This high acceptance rate reflects our commitment to ensuring the publication of high-quality research that aligns with the journal's scope and contributes significantly to the academic community.

### Our Quality

All the papers except the book-review published in this edition underwent a rigorous yet relatively rapid **double-blind peer-review process** involving a minimum of three reviewers comprising internal as well as

external referees, which translates to benefits such as timeliness of publication, widespread dissemination, high visibility, and likelihood of high citations and broader impacts. This was also to ensure that the quality of the papers justified the high ranking of the journal, which hopes to be one at par with one of the renowned and heavily-cited journals not only by authors and researchers in Malaysia and America but by those in other countries around the world as well.

While I hope this issue will have particular appeal to new readers across this region and beyond, I am confident that the articles published will raise interest among our regular readership of scholars and postgraduate students elsewhere, thanks to the relevance and diversity of contributions on a region whose future bears central importance to us all.

I would also like to express gratitude to all the contributing authors for their trust, patience, and timely revisions, who have made this issue possible, as well as the reviewers and editors for their professional contribution. Last but not least, the assistance of the journal’s editorial office in Texas, particularly Jessica Whitsitt, Lucy Fernandez, and Judy Meester—my adorable assistants, is greatly appreciated.

The Editorial Board of JHSSR welcomes your contributions and looks forward to many years of fruitful research to come. We continue to welcome submissions in all fields of humanities and social sciences. Horizon JHSSR is currently accepting manuscripts for its **2025-26 issues** based on original qualitative or quantitative research that opens new areas of inquiry and investigation. Empirical articles should demonstrate high rigor and quality. Original research collects and analyses data in systematic ways to present important new research that adds to and advances the debates within the journal’s fields. The editors hope that the authors publishing in this journal can support the noble cause of JHSSR in reaching its goals.

JHSSR also invites call for proposals for **2025-26 Special Issues**. Our journal aims to provide a platform for researchers and technical experts to publish original papers, reviews and communications on all aspects of humanities and social sciences research. We strive to maintain a high standard of scientific objectivity, and we ensure that all submitted articles undergo a stringent yet relatively rapid double-blind peer-review process, which translates to benefits such as timeliness of publication, widespread dissemination, high visibility, and likelihood of high citations and broader impacts. Alongside a mission-driven Editor-in-chief, the globally diverse Editorial Board works with prominent scientific community to create a fast moving and rigorous editorial reviews. JHSSR follows code of conduct stipulated by the Committee on Publication Ethics (COPE). Proposals can be submitted directly via email to [cee.horizon@gmail.com](mailto:cee.horizon@gmail.com)

Let me conclude by saying that with the publication of this issue, we are now leaping forward into the seventh year of continuous and successful scholarly publication of Horizon JHSSR. Changing publishing norms and expectations have given rise to a new wave of publishing standards that we’ll be riding into 2026 soon and beyond. I am confident that the upcoming year will bring yet another challenging year of emerging scholarly articles.

Only time will tell what the next decade has in store, but one thing for sure is we will likely see greater innovation in all areas of scholarly publishing with emphasis on A.I. If you are observing other scholarly publishing trends, please do share your thoughts with the [Chief Executive Editor](#)!

Thank you for your continued support. We hope you find these articles thought-provoking and valuable in your academic pursuits, and look forward to further enriching the scholarly discourse in future issues.

Warm regards,

**Chief Executive Editor**

Nayan Deep S. KANWAL, FRSA, ABIM, AMIS, Ph.D.

[CEE@horizon-jhssr.com](mailto:CEE@horizon-jhssr.com)

Jul. 2025.

ISSN 2682-9096 Online

DOI: [doi.org/10.37534](https://doi.org/10.37534)



**PUBLISHED:** 2025-06-30.

**CITE THIS ARTICLE**

Kanwal, Nayan D.S. Foreword From The Chief Executive Editor. *Horizon J. Hum. Soc. Sci. Res.* 7 (1), 1–4 (2025).

<https://doi.org/10.37534/bp.jhssr.2025.v7.n1.id0016.p1-4>