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Sommario/riassunto	This book features papers addressing a broad range of topics including psychology, religious studies, natural heritage, accounting, business, communication, education and sustainable development. It serves as a platform for disseminating research findings by academicians of local,

regional and global prominence, and acts as a catalyst to inspire positive innovations in the development of the region. It is also a significant point of reference for academicians and students. This collection of selected social sciences papers is based on the theme “Soaring Towards Research Excellence”, presented at the Regional Conference of Sciences, Technology and Social Sciences (RCSTSS 2016), organised bi-annually by Universiti Teknologi MARA Cawangan Pahang, Malaysia. .
