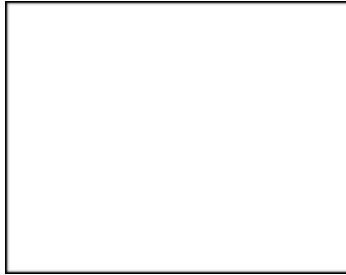


FOREWORD



Assalamualaikum Warahmatullahi Wabarakatuh and greetings to all.

On behalf of Universiti Teknologi MARA (UiTM), it is my privilege to extend a warm welcome to all esteemed delegates, distinguished speakers, and attendees to the **10th International Conference on Science and Social Research (CSSR2023)**.

Over the past decade, CSSR has stood as an unwavering beacon, illuminating the path for scholars to unveil ground-breaking research and foster profound connections. Year after year, the Office of the Deputy Vice-Chancellor (Research and Innovation) has proudly hosted this illustrious international conference. As we continue to embrace the possibilities of digital technology, this year CSSR2023 will transcend geographical boundaries under the theme "**Empowering a Brighter Future: Discoveries Driving Social Change.**"

Our fundamental mission remains steadfast – to empower researchers to disseminate their impactful discoveries through peer-reviewed publications. I am confident that all participants will find rich value in the six parallel research tracks offered and presented at CSSR2023. May this invaluable knowledge-sharing ignite inspiration, steer research in the right direction, and serve as a catalyst for sustainable growth and scientific breakthroughs.

My heartfelt gratitude goes out to the dedicated organising committee of the Office of the Deputy Vice-Chancellor (Research and Innovation), our esteemed sponsors, co-organisers, and partner universities who have tirelessly orchestrated this monumental event.

To all in attendance, I wish you a profoundly productive, enlightening, and enjoyable conference experience. Your presence here is pivotal in shaping the future of academia.

Wassalamualaikum Warahmatullahi Wabarakatuh.

PROFESSOR DATUK TS. DR SHAHRIN SAHIB @ SAHIBUDDIN, FASc
Vice-Chancellor
Universiti Teknologi MARA