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The proceeding is a compilation of selected papers presented from the latest RCSTSS 2014, and the topics covered in the proceeding are accounting, art and design, business, communication, economic, education, finance, humanity, information management, marketing, music, religious, social sciences and tourism. The selected papers for the proceeding have undergone careful selection process by our editors to ensure that they meet the objectives of the conference and also represent the latest relevant findings from research conducted by academicians locally, regionally and globally.

The proceeding would be a significant point of reference to academicians and students who want to pursue further research in their respective fields. For academicians, it would be a good source of information to conduct further research, whilst for students, it would be the latest point of reference on research conducted in fields of their interest.

Knowledge which was formerly the bastion of the elite few is now accessible to all. The role of universities is no longer confined to that of ivory towers but more towards the facilitation and dissemination of knowledge. The proceedings hope to facilitate the creation of new knowledge through the exchange of ideas, strategies and innovations in the various technological and social sciences disciplines.

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