INTRODUCTION: In general, management (soft science) can be defined as the art of conducting a planned process of working through and implemented in a systematic, organized and have certain guidelines. In this modern world, management is a problem that cannot be separated from humans. Management is a process of social and human development in harmony with the surrounding community. Management is often associated with the administration and when talking about the concept of management must cover the three key elements of management, organization and management procedures or guidelines. These three elements are independent of each other and have a balanced relationship.

In order to realise the elements mentioned above, the Research and Innovation Management Centre (RIMC), Universiti Utara Malaysia plans to organize the fifth International Conference on Soft Science 2018 (ISSC18). This conference is believed to attract the attention of academics and professionals, to discuss and share their ideas and research to strengthen field management related ‘soft science’. This is an appropriate effort and great potential to contribute to the discourse of current knowledge in the field of ‘soft science’.

AREA OF RESEARCH: The main focus of the conference is in areas related to the field of ‘soft science’ in management. Topics include (but are not limited to) the following:

* Accounting
* Business Intelligence and Management
* Communication & Media
* Education & Languages
* Economic, Finance & Banking
* Human and Social Development
* Artificial Intelligence, Information Communication & Technology
* Public Management
* Law
* Quantitative Sciences
* Technology Management
* Tourism & Hospitality
* Islamic Studies
* Cultural Studies
* Sports Science
* Psychology & Counseling
* Other topics related to Social Science studies

PUBLICATION: Full papers will be submitted to the Scientific Committee for their approval. On the basis of the recommendations provided by the peer reviewers, quality papers will be considered for publication in Scopus Indexed Journals for Package A. For other options, please refer to the conference packages.

IMPORTANT DATES:
* 31 July 2018 - Extended Paper Submission Deadline
* 15 August 2018 - Notification of Acceptance
* 31 August 2018 - Revised/Final Version Deadline
* 31 July 2018 - Early Bird Registration Deadline
* 30 August 2018 - Payment Deadline
* 25-27 September 2018 - Conference Day

FULL PAPER GUIDELINES: Abstracts without the completed paper will NOT be accepted. Papers for the presentation at the conference will be selected through double blind review process. Please ensure that the authors’ names do not appear in the submitted paper.

* The paper must be original and have not been previously accepted in any journal or under consideration for publication elsewhere
* Papers must be sent in MS Word format through OpenConf Peer Review and Conference Management System
* All papers must conform to ISSC standard - single-column format set in MS Word Template
* The paper must be written in English with a range of 8-12 single-spaced pages, including an abstract, references, tables, figures and appendices
* Any additional page will be charged USD 30 per page.

CONTACT:
ISSC 2018 Secretariat,
Research & Innovation Management Centre (RIMC),
Universiti Utara Malaysia,
obono UUM Sintok,
Kedah, Malaysia.

Phone: +604 - 928 4774/4764
Fax: +604 - 928 4756
E-mail: issc@uum.edu.my
Website: http://www.issc-uum.com

For paper submission and registration, please log on to: http://www.issc-uum.com/openconf
CONFERENCE PACKAGE:

<table>
<thead>
<tr>
<th>Package</th>
<th>Description</th>
<th>Components</th>
<th>Rate (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Presenter</td>
<td>C + JS</td>
<td>700</td>
</tr>
<tr>
<td>B</td>
<td>Presenter</td>
<td>C + JW</td>
<td>500</td>
</tr>
<tr>
<td>C</td>
<td>Presenter</td>
<td>C + P</td>
<td>300</td>
</tr>
<tr>
<td>D</td>
<td>Presenter</td>
<td>C + JI</td>
<td>300</td>
</tr>
<tr>
<td>GROUP</td>
<td>Min 5 Presenters</td>
<td>C + JI</td>
<td>300</td>
</tr>
<tr>
<td>P</td>
<td>Participant</td>
<td>C</td>
<td>-</td>
</tr>
<tr>
<td>S-JS</td>
<td>Student</td>
<td>C + JS</td>
<td>-</td>
</tr>
<tr>
<td>S-JI</td>
<td>Student</td>
<td>C + JI</td>
<td>-</td>
</tr>
<tr>
<td>S-P</td>
<td>Student</td>
<td>C + P</td>
<td>-</td>
</tr>
</tbody>
</table>

PAYMENT PROCEDURES:

Payment procedures for LOCAL PARTICIPANT (MALAYSIAN)
Payment can be made through:
1. By Credit Card (Online)
2. Bank Transfer
3. Local Cheque

Payment procedures for INTERNATIONAL PARTICIPANT
Payment can be made through:
1. By Credit Card (Online)
2. Demand Draft
3. Telegraphic Transfer

For more information, kindly refer to http://www.iscc-uum.com/index.php/registration

PARTICIPANT INFORMATION:
Please Print Clearly/Tick only related

Designation: □ Tan Sri/Dato’ □ Professor □ Assoc. Prof. □ Dr. □ Mr./Ms.

Name:

Organization:

Mailing:

Address:

Telephone: Fax: Email:

PAPER TITLE (PRESENTER ONLY):

___________________________________________

PARTICIPANT: Tick only related

Status: □ Presenter □ Participant

CATEGORY: Tick only related

Status: □ Standard □ Student

PAYMENT DETAILS: Tick only related

Amount: ____________________________

☐ Cheque No: _______________________

☐ Bank Draft No: ___________________

☐ LO No: __________________________

☐ Other: ___________________________

Date: _____________________________

Signature: ________________________

Payable to “Universiti Utara Malaysia”/Account No: 02093010000010 (Bank Islam Malaysia Berhad)
OR: Alternative Payment for UUM Researchers
payment via Research grant deduction 5/O Code: