

PREFACE

This Special Issue of MAJCAFE presents selected papers based on oral presentations at the Human Ecology International Conference (HEIC 2017), hosted by the Faculty of Human Ecology, Universiti Putra Malaysia. HEIC 2017 was held on 18th – 20th April 2017 at Dorsett Hotel, Putrajaya. The Conference brings the theme 'Towards a Safer World: Addressing the Dynamics of Human Ecological Challenges'. Human ecology is about people and their environment: living and interacting with each other as an ecosystem. The rapid rates of changes in the demographic, economic, social, political and environmental systems have shown major impact on the safety, stability and survivability of humanity. Some of the many social issues that are commonly found throughout the world are poverty, safety, environmental and consumer issues. The organization of HEIC 2017 provided an important platform for researchers and academicians to discuss, exchange ideas and strategize solutions to address these human ecology issues.

HEIC 2017 attracted considerable interest, with a total of 76 papers being presented by local and international participants. Towards fulfilling the broad scope of HEIC 2017, the organisers accepted papers on ten relevant themes. However, this Special Issue only accommodates Economy, Poverty & Sustainability and Consumer Issues themes. Economy, Poverty & Sustainability theme highlights the importance of sustainability as a means to reduce poverty and encourage economic well-being. Sustainability has several dimensions, including economic, social and environment. In ensuring economic growth, the relationship between poverty and sustainability has to be addressed to bring out a long-lasting change. On the other hand, Consumer Issues theme focus on the issues and challenges faced by consumers, especially on the aspect of safety, when consuming or using numerous goods and services. The main stakeholders in the market; the government, the traders and the consumers themselves have to be proactive in ensuring consumer welfare and consumer well-being.

A total of 10 papers that discussed relevant and current research outcomes were carefully chosen for this Special Issue. The papers were on human capital and economic well-being, smart money program for school children, employees' financial practices, retirement savings, Islamic hire-purchase transaction, firm's sustainable green practices, consumer consumption perspective, sustainable food product, counterfeit products, and Halal cosmetics and personal care. We extend our special thanks to the Dean, Prof. Dr. Laily Haji Paim and the support of faculty members, as well as the team of reviewers who have efficiently completed their tasks within a limited time frame. Thanks also to the authors, who were patient with the publishing guidelines and editorial process. Finally, we would like to register our special appreciation to Professor Dr. Ahmad Hariza Hashim, the Chief Editor of MAJCAFE and his dedicated team for their generous guidance and commitment in bringing this edition to print.

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