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RECTOR'S MESSAGE



A heartiest congratulation is extended to the Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani, on the publication of the seventh volume of FBM Insights.

This most recent volume of FBM Insights covers 25 emerging issues related to microcredit, micromanagement, marketing, consumer behaviour, social media, disability, dark tourism, and food security. This compilation demonstrates UiTM Cawangan Kedah's commitment to disseminate business-related information and relevant content to a wider audience.

I believe that this bulletin is an apt platform for members of the Faculty of Business and Management to produce more academic materials which can benefit the faculty members themselves and also other people at large. Such an initiative is indeed laudable since as academicians, writing to share information is definitely crucial to our personal and professional development.

Again, I would like to congratulate the Faculty of Business and Management and all individuals involved in the publication of FBM Insights volume 7. May FBM Insights continue to grow from strength to strength in the future.

Sincerely,

Prof. Dr. Roshima Haji Said
Rector
Universiti Teknologi MARA (UiTM)
Cawangan Kedah

FROM THE DESK OF THE HEAD OF FACULTY



Assalamualaikum w.b.t

Welcome to the 7th Edition of FBM Insights 2023. This edition presents 25 articles by the academics of Faculty of Business and Management UiTM Kedah Campus. The topics involved a broad range of business and management knowledge, including matters relating to Covid 19, entrepreneurship, microfinance, and gold investing. Congratulations to all authors for your endless support and valuable contribution to the newsletter.

FBM Insights was created in the year 2020 with the aspiration to inculcate the scholarly writing culture among FBM UiTM Kedah's lecturers. Thank you to the Almighty, this bulletin still receives a positive response for each of its editions. It is our hope this continues and that FBM Insights will one day progress to another level.

Publish or perish, one phrase that all academics must embrace. The importance of academic publication is evident when it is included in several of the university's Key Performance Index (KPI). We need to strive to produce scholarly work. I hope FBM Insights can become a small steppingstone for all FBM academics of UiTM Kedah, in our efforts to improve our publications numbers.

Congratulations again to all authors. Heartiest congratulations to the bulletin's editorial board who worked hard in making FBM Insights what it is today. I wish everyone the best and keep up the excellent work.

Dr. Yanti Aspha Ameira Mustapha
FBM Insights Advisor

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IMPROVING THE AGRICULTURAL SECTOR USING LEAN 4.0

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INTRODUCTION

The Malaysian agricultural sector has been given a weighty emphasis mainly due to its prominent role in maintaining the local food supplies, subsequently guaranteeing the nation's sovereignty. Furthermore, food crops such as rice, vegetables, and fruits are fundamental necessities in daily life, along with fishing and livestock sources as well as industrial crops for export. Samah and Othman (2015) highlighted that the local agricultural sector has undergone significant transformation in recent years. Notably, the sector has shifted from being dominated by small-scale farmers to being dominated by large-scale agribusinesses; a trend that is expected to continue in the future. This transformation is driven by various factors, including the expansion of the palm oil industry, the development of modern technology, and the implementation of government policies to further promote the sector.

CHALLENGES IN THE AGRICULTURAL SECTOR

Nevertheless, Malaysia's agricultural sector still faces several challenges, as documented in various academic studies. According to Samah and Othman (2015), one of the key issues is declining productivity in the sector. This attributes to a range of factors, including the aging farmer population, lack of access to credit and modern technology, and limited research and development efforts. Another prominent issue in the Malaysian agricultural sector is the low adoption of sustainable agricultural practices, as highlighted by Said and Noor (2018). It is argued that the lack of awareness and incentives for farmers to adopt sustainable practices is a significant barrier to the implementation of such practices in the sector. Furthermore, Omar et al. (2018) reported that the local agricultural sector faces the challenge of land and soil degradation. Indeed, the intensification of agriculture and the increased use of agrochemicals contribute to the degradation of land and soil, which in turn affects the sector's long-term sustainability.

LEAN 4.0 AND THE AGRICULTURAL SECTOR

Therefore, Lean 4.0 is proposed as a solution that can improve the supply chain management in the agricultural sector. Lean 4.0 is a concept that aims to improve productivity and efficiency by integrating advanced technologies such as artificial intelligence (AI), the Internet of Things (IoT), and big data into the manufacturing and services industries. The concept has the potential to transform the agricultural sector by addressing various challenges and improving the overall performance.

Conferring to Zhang et al. (2021), the integration of IoT and big data into supply chain management can help to improve the efficiency of supply chain and reduce waste. For example, data from IoT sensors can be used to monitor the conditions of crops and livestock, allowing for real-time adjustments to be made to improve its health and productivity. Another area where Lean 4.0 can make a significant impact is precision agriculture. It involves the use of advanced technologies such as GPS, remote sensing, and data analysis to optimize crop yields and reduce waste. Li et al. (2019) discovered that the implementation of precision agriculture techniques in the agricultural sector can lead to significant reductions in fertilizer and pesticide usage as well as

improvements in crop yields. In addition, Lean 4.0 has the potential to improve the sustainability of the agricultural sector. Ojo et al. (2021) revealed that the use of advanced technologies in agriculture can help to reduce greenhouse gas emissions, conserve resources, and reduce waste. For example, the use of sensors and predictive analytics can help farmers to optimize water usage and reduce the risk of crop failure.

In conclusion, the agricultural sector in Malaysia faces a range of challenges, including declining productivity, low adoption of sustainable practices, and land and soil degradation. Addressing these challenges is crucial for the sector's long-term viability and sustainability. Thus, Lean 4.0 has the potential to transform the local agricultural sector by improving supply chain management, precision agriculture, and sustainability. Implementing these technologies and principles can lead to increased efficiency, productivity, and sustainability in the sector.

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