

Volume 3 (2025)



RMU **e-Bulletin**



Research Management Unit
Universiti Teknologi MARA Cawangan Kedah

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Table of → Contents

05

Editorial Note

07

Business, Accounting
& Financial

30

Law & Policy

73

IR 5.0

83

Literature & Culture

108

Islamic Scholar
Quote

110

Designer's Thoughts

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Embracing New Horizons: A Fresh Start for 2025



As we stand at the threshold of a new year, I welcome you to RMU4U Third Edition (January 2025). The start of a new year symbolizes renewal, an opportunity to recalibrate our aspirations and refresh our collective commitment to academic excellence, research endeavours, and impactful scholarly contributions.

The year 2024 saw significant progress within our academic and research community. It was a testament to the passion, perseverance, and creativity of all members of the UiTM Kedah family. As we reflect on those accomplishments, let us also look ahead with determination to elevate our efforts in research, publication, and innovation. Let 2025 be the year we chart new pathways for discovery and collaboration, bringing our work to greater heights.

This year, I encourage all of us to reaffirm our scholarly goals by setting clear, measurable targets for research outputs, impactful writings, and knowledge sharing, aiming to contribute meaningfully to society both locally and globally. Let us strengthen research collaborations by building networks across disciplines, faculties, and institutions to foster cross-disciplinary solutions to real-world challenges. At the same time, we must focus on innovation by exploring new ideas, embracing digital tools, and pioneering creative solutions that align with global trends and local needs. Above all, let us support each other by sharing expertise, mentoring the next generation, and collaborating to overcome challenges, creating a thriving research ecosystem where everyone uplifts one another.

Let this be a year where we balance ambition with reflection, passion with purpose, and innovation with impact. The Research Management Unit (RMU) remains steadfast in supporting your research journey through resources, platforms, and opportunities for growth.

As we embark on this new chapter, I wish each of you the strength to pursue your aspirations and the resilience to overcome any obstacles. Together, let us make 2025 a year of breakthroughs, achievements, and shared successes.

Here's to a productive and inspiring year ahead.

Sincerely,
Prof. Dr. Roshima Said
Acting Rector, UiTM Kedah



A Message from the Chief Editor

Dear Readers,

I am pleased to announce the return of the RMU4U Bulletin with Volume 3, showcasing a diverse array of academic inquiries and professional perspectives across multiple themes. This edition continues our commitment to facilitating intellectual exchange and presenting research that engages with contemporary issues.

In this volume, the Law & Policy theme stands out with the highest number of contributions, featuring 14 papers that explore significant aspects of governance, justice, and societal well-being. These papers highlight the role of legal frameworks and policies in addressing current challenges and contributing to societal development.

Highlighted works include topics such as "Enhancing Access to Justice: The Role, Challenges, and Future of Small Claims Courts in Malaysia" and "Environmental Public Interest Litigation: Broadening Locus Standi to Safeguard Collective Interests," which examine the evolving landscape of legal rights and public interest. Additional discussions, such as "Alternative Dispute Resolution (ADR) in Islamic Banking and Finance in Malaysia" and "Balancing Nature and Faith: Protection and Conservation of Water Resources from the Perspective of Islamic Law," shed light on the interplay between ethics, faith, and law in addressing societal challenges.

In addition to the focus on Law & Policy, this issue covers a range of topics that contribute to understanding innovation and societal change. Articles such as "AI-Driven Recommendations in Mobile Shopping Apps," "Podcasts, Animations & Gen Z: Revamping Organizational Behavior Learning," and "The Role of Social Media in Shaping Islamic Entrepreneurship" explore the intersections of technology, education, and culture in today's world.

This edition represents the collaborative work of our contributors, whose insights and expertise have shaped the content of this bulletin. We encourage readers to engage with these ideas and consider their implications for further research and practical applications.

I would like to thank the authors, reviewers, and editorial team members who made RMU4U Bulletin Volume 3 possible. We hope this publication serves as a resource for understanding key issues and inspires further exploration.

Thank you for being part of this endeavor. Let us continue to learn and exchange ideas

Warm regards,

Dr Azyyati Anuar
Chief Editor, RMU4U E-Bulletin





Image Source : Canva

Generation Z, born between 1997 and 2012, is often reproached for having demands that are considered too high and for their desire to be introverts at work. However, as the authorities have deemed them problematic, this aspect of their behaviour is often ignored. Moreover, as more and more representatives of this generation actively enter the labour market, it becomes crucial to understand the values and perspectives they hold, especially due to the high speed of the current process.

One clear grievance regarding Gen Z is their emphasis on flexibility and work-life balance. Is it correct to say that such expectations are unrealistic? Research confirms that these desires stem from a healthy state of mind. In fact, 49% of the Gen Z population is most likely to choose work-life balance as their top priority when selecting an employer, reflecting a growing trend of prioritizing work satisfaction over financial gains (Deloitte, 2023).

THE TRANSFORMATIVE POWER OF GENERATION Z: WHY THEIR EXPECTATIONS ARE KEY TO FUTURE WORKPLACES

Nurliyana Abas

Faculty of Business and Management, Universiti Teknologi MARA, Cawangan Kedah, Kampus Sungai Petani, Kedah, Malaysia
liyana322@uitm.edu.my

Moreover, Gen Z is a generation of digital natives who expect and demand digital working environments. Having grown up in a generation in which technology is fast embracing nearly all aspects of life, they want technology to complement their lives smoothly.

The second area of conflict is Gen Z's desire for inclusion and diversity in the workplace. Some may view this as ingratitude. However, this motive is deeply rooted in the culture that diversity and social justice policies are central to their upbringing. A study shows that 83% of Gen Z candidates believe any employer they choose must have a strong policy regarding diversity and inclusion (FDM Group, 2023). This expectation also places pressure on companies to implement changes that ensure fairness for all, elevating the entire workforce. Although some people may think that Gen Z is not good at cooperation because they are shy, it is critical to note that they value quality over quantity. As a result, organizations can foster stronger working relations among employees through their preference for open and honest communication (British Council, 2024).



Therefore, Gen Z's expectations should not be viewed as a problem but as an opportunity to drive change in the current workplace. The flexibility, integration of technology, embracing diversity and culture, authentic communication, and other values provide the key to unlocking the potential of this generation to enhance organizational growth and development. These values can help create a vibrant and fruitful organizational culture. It is not that Gen Z is asking for too much, rather the challenge lies in whether we are willing to adapt and grow in line with the demands they have set forth.

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Biodata of authors

Nurliyana Abas is a lecturer at Universiti Teknologi MARA Kedah, serving in the Management Department under the Faculty of Business Management. With expertise in marketing, she is passionate about teaching and research in this field. She holds a Master's degree in Business Administration (MBA) from Universiti Putra Malaysia.



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