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Research Management Unit
Universiti Teknologi MARA Cawangan Kedah

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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

AI-DRIVEN RECOMMENDATIONS IN MOBILE SHOPPING APPS: BENEFITS AND RISKS TO CONSUMERS

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Mobile shopping apps have fundamentally reshaped the way people shop, establishing themselves as a cornerstone of modern digital commerce. These apps make shopping more convenient than ever, allowing consumers to browse, compare, and purchase products seamlessly from their smartphones. In 2023, mobile commerce represented nearly 8% of all retail transactions, and this share is expected to exceed 10% by 2025, reflecting its swift adoption worldwide. Features like personalized promotions, one-click purchases, and integration with mobile wallets enhance the shopping experience, making it more intuitive and engaging. As a result, retailers are prioritizing mobile-first strategies, with reports showing that more than half of mobile users engage with shopping apps several times each week (Marnewick, 2023).

At the heart of this transformation is artificial intelligence (AI), which has become a game-changer for personalized recommendations. AI harnesses vast amounts of consumer data to analyze preferences, deliver tailored product suggestions, and simplify decision-making. These innovations not only boost customer satisfaction but also significantly improve conversion rates for businesses. The synergy between AI and mobile shopping apps demonstrates the immense potential of technology to create personalized, efficient, and engaging shopping experiences that cater to individual consumer needs (Stanley 2024).

Benefits and Risks of AI-Driven to consumers

Enhanced Personalization
Enhanced personalization in mobile shopping apps leverages tailored product suggestions to align closely with individual consumer preferences, thereby creating a more relevant and engaging shopping experience. By analyzing user behavior, purchase history, and real-time interactions, AI algorithms generate curated recommendations that resonate with each consumer. This targeted approach not only reduces decision fatigue but also increases user satisfaction and enhances the likelihood of conversions. For example, personalized recommendations often highlight items similar to previous purchases or products that align with a user's browsing patterns, making the shopping journey more intuitive and enjoyable (Stanley, 2024; Marnewick, 2023).

Increased Convenience
Increased convenience in mobile shopping apps refers to features that simplify product discovery and reduce the effort required for users to search for desired items. These apps employ intuitive interfaces, smart search functions, and AI-driven tools to streamline the shopping process. For instance, AI-powered search engines and filters allow users to quickly find products based on specific preferences, such as size, price, or style. This reduces the time and cognitive load traditionally associated with browsing large inventories (Marnewick, 2023; Stanley, 2024).

Cost Savings
Cost savings in mobile shopping apps stem from features like personalized deals, targeted promotions, and efficient price comparison tools. These apps use AI-driven analytics to identify user preferences and purchasing habits, enabling retailers to offer discounts and promotions that are specifically tailored to individual shoppers. For example, consumers might receive personalized coupons or flash sale alerts based on their browsing history, which incentivize purchases while helping them save money (Stanley, 2024; Marnewick, 2023).

Improved Decision-Making
Improved decision-making in mobile shopping apps is achieved through the integration of reviews, ratings, and context-aware suggestions, empowering consumers to make more informed choices. User-generated reviews and ratings offer social proof, helping shoppers evaluate the quality and reliability of products based on the experiences of others. This transparency builds trust and reduces uncertainty, which are crucial factors in online shopping (Stanley, 2024; Marnewick, 2023).

Risks

Privacy Concerns

Privacy concerns in mobile shopping apps arise primarily from extensive data collection and the potential misuse of personal information. These apps often gather data on users' browsing habits, purchase history, location, and even device information to enhance personalization and improve recommendations. While these practices provide a more tailored shopping experience, they also raise questions about how securely this data is stored and whether it is being shared with third parties without user consent (Stanley, 2024; Marnewick, 2023).

Filter Bubbles and Limited Choices

Filter bubbles and limited choices in mobile shopping apps occur when algorithms reinforce users' existing preferences, narrowing their exposure to diverse options. These AI-driven recommendations often rely on analyzing past behaviors, such as browsing history, purchases, and clicks, to suggest products that align closely with known preferences. While this creates a more personalized shopping experience, it can inadvertently limit consumer choice by repeatedly promoting similar items or brands, effectively trapping users in a "bubble" of familiarity.

Ethical and Psychological Impacts

Mobile shopping apps have raised ethical and psychological concerns due to their use of manipulative tactics, which can lead to impulsive buying and overconsumption. Features like limited-time offers, scarcity cues (e.g., "only a few left"), and gamification elements are strategically designed to trigger emotional responses and create a sense of urgency. These tactics exploit cognitive biases, encouraging users to make unplanned purchases that may not align with their needs or budgets, ultimately fostering consumer guilt or regret.

Accuracy and Bias

Accuracy and bias in mobile shopping apps arise from the reliance on AI algorithms that curate recommendations based on user data. While these algorithms aim to enhance personalization, they can sometimes produce biased or incorrect suggestions. Bias may stem from the data used to train the algorithms, which might overrepresent certain demographics, preferences, or purchasing behaviors. This can result in recommendations that fail to cater to diverse users or unintentionally prioritize certain products or brands, reducing the overall fairness and inclusivity of the shopping experience

In conclusion, mobile shopping apps have revolutionized digital commerce by offering enhanced personalization, increased convenience, and features that simplify decision-making and deliver cost savings. These benefits are made possible through advanced AI algorithms, which curate tailored recommendations, streamline search processes, and provide targeted promotions.

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