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Research Management Unit
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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



THE HUMAN EDGE IN A HIGH-TECH WORLD

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Artificial intelligence (AI), robotics, and automation are rapidly transforming the workplace in today's fast-paced world. These technologies are revolutionizing business operations and task execution, from AI-powered customer service to self-driving vehicles. Machines excel at performing repetitive tasks; however, as technology evolves, a critical question arises: What is the role of humans in a tech-driven society? Despite advancements in AI and automation, human skills remain essential. AI can process data and perform repetitive duties, but it cannot replicate human creativity, emotional intelligence, or critical thinking. Human creativity is the driving force behind innovation, enabling companies to solve problems in creative ways, particularly in industries like marketing and design, where technology alone cannot generate original ideas (Choi et al., 2016).

Another crucial human trait is emotional intelligence (EI), the ability to identify, understand, and regulate our own emotions and those of others. Goleman (2013) argues that EI is essential for leadership and team dynamics, enabling leaders to communicate effectively, resolve conflicts, and inspire trust. While AI can assist with data analysis, it cannot navigate the complexities of human emotions or build relationships. Human empathy remains essential for fostering a positive workplace culture and creating strong, collaborative teams. Furthermore, automation cannot replace the skill of adaptability. As technology evolves, employees must adapt to new tools, processes, and challenges. Westerman (2018) asserts that success in the modern workplace depends on the ability to learn, unlearn, and relearn. Humans possess the flexibility to adapt quickly and adjust strategies in the face of uncertainty, a trait that machines lack.

The future of work is not about humans versus machines; it's about finding ways for both to enhance one another. Organizations that effectively integrate technology with human talent will reap the greatest rewards. For example, AI systems can efficiently process large datasets, but humans provide the context and insight necessary to make strategic decisions based on that data (Brynjolfsson & McAfee, 2014). By combining AI's capabilities with human creativity and judgment, businesses can improve decision-making, innovate, and stay competitive in an increasingly dynamic digital world. The partnership between AI and human expertise is particularly valuable in fields like healthcare. While AI tools assist with analyzing medical images and recommending treatments, human doctors bring the necessary context, empathy, and ethical considerations to make well-informed decisions (Davenport & Kirby, 2016). This collaboration enhances both the quality of care and the efficiency of the healthcare system. Similarly, other industries reliant on creative problem-solving, critical thinking, and ethical judgment benefit from the combination of human talent and technological capabilities.

The integration of technology into the workplace brings challenges, such as a decline in critical thinking and decision-making due to over-reliance on automation. As AI takes on more tasks, employees may become passive recipients of automated solutions rather than active decision-makers. Moreover, excessive dependence on digital tools can weaken interpersonal relationships, essential for organizational culture and team collaboration. To address these challenges, organizations must prioritize continuous learning and upskill employees to adapt to new technologies. Building a culture of learning, where employees develop both technical and interpersonal skills, such as communication, leadership, and creativity, ensures that employees thrive and continue to drive innovation and success (Westerman, 2018).

Ultimately, in a high-tech world, the human edge remains essential. While AI, robotics, and automation can execute tasks with precision and efficiency, human creativity, emotional intelligence, and adaptability are the factors that truly set organizations apart. As technology continues to advance, businesses must recognize the value of human skills and invest in their development alongside the adoption of new technologies. By striking the right balance between technological advancements and a focus on human talent, organizations can foster an environment where both technology and human skills contribute to growth and success.

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