

Volume 3 (2025)



# RMU e-Bulletin



**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





# THE ROLE OF SOCIAL MEDIA IN SHAPING ISLAMIC ENTREPRENEURSHIP: ETHICAL INSIGHTS AND BUSINESS PRACTICES

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The development of digital platforms can be characterized as a fundamental transformation in the understanding of entrepreneurship and all the practices related to it. Social networks as a specific category of such tools give modern entrepreneurs great chances to create a brand, promote it, and engage customers (Kaplan & Haenlein, 2010). Nonetheless, concerns connected with digital entrepreneurship that raise the questions of misinformation or false representation, consumer exploitation, or lack of concern for the environment have incited world discussions for the better handling of these technologies. For the Muslims, it is important to highlight the relevance of Islamic ethics in this particular area to ensure a robust and values-based ecosystem of entrepreneurship. The concept of *falah* and the principles of business transparency and justice, which are inherent in Islamic business ethics, work in such respect, especially in this computer age.





In order to tackle the ethical dilemmas and operational difficulties encountered at the crossroad of social media, business and Islam, some measures can be put into practice. The authors advocate for such approaches from Islamic ethics and core principles of the modern world. For the first, a clear and just way of doing business is an absolute requirement. Islam on the other hand does not condone deception (adl), dishonesty, or lack of clarity in business transactions (Qur'an 2:282). They are expected to, for instance, avoid ambiguous and misleading marketing about their product. Making customer reviews available is an excellent reputation-building tool. Another approach is the need to incorporate ethical content creation into business practices. One thing that can be noted is that social media platforms often place high premiums on controversial engagement, however Islamic businesses should embrace the production of content that reflects the essence of decency, honor and truth. Selecting influencers that have the same core ethical principles will greatly improve the persuasiveness of messages the company puts out.

Third, combating digital consumerism is necessary. The profit-driven nature of social media can foster unsustainable consumer habits, which contradict Islamic principles of moderation (wasatiyyah). Entrepreneurs should promote responsible consumption, sustainability, and quality over disposable trends. Fourth, leveraging technology like blockchain and AI can ensure accountability and transparency. For example, blockchain can track halal certification, giving consumers confidence in their purchases. Fifth, educating entrepreneurs on Islamic ethics through training and workshops can help align business practices with Islamic values. Finally, fostering ethical digital communities and building strong legal frameworks can ensure businesses adhere to Islamic ethical standards, encouraging responsible entrepreneurship.

To sum up, the role of social media within entrepreneurship has helped in enhancing creative progress, fostering international interaction, and also facilitated global economic development. Nevertheless, it brings new issues like the rise of unethical practices, digital consumerism, and possible inconsistency with Islamic morals. These problems may be solved effectively through Islamic entrepreneurship, which is rooted in such concepts as adl, wasatiyyah, and maslahah.

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