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Research Management Unit
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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



TURNING PAGES, CROSSING CULTURES: LIBRARIES AS GATEWAYS TO EDU-TOURISM

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For the travellers that venturing into uncharted places, it is their curiosity that leads the way. Imagine they are stepping into a space where culture, history, and knowledge meet, where learning transcends textbooks and tourist guides, and where your surroundings themselves tell stories of a region's past, present, and future. This is the allure of edu-tourism, which is a unique form of travel that intertwines exploration with education. Defined simply, edu-tourism (educational tourism) is travel centred around learning. It is a journey to places with the intent of gaining knowledge, whether through structured programs or immersion in historical, cultural, or environmental aspects of a destination.

The authors as information professionals always look at a library that UNESCO defines as an organization, or part of an organization, whose main goals are to build and maintain a collection and to facilitate the use of such information resources and facilities as are required to meet the informational, research, educational, cultural, or recreational needs of its users, as a pivotal site for edu-tourism. This article delves into libraries' significance as locations for inspiration, education, and cultural exchange and therefore can enhance knowledge sharing globally. We can see how libraries, such as the beautiful Starfield Library in Seoul, South Korea, and other monuments in China and Japan, are influencing the landscape of edu-tourism.



In the evolving landscape of edu- tourism, libraries have transformed from mere repositories of books into vibrant cultural hubs that offer travellers immersive educational experiences. By hosting diverse programs such as exhibitions, author talks, and historical tours, libraries like Seoul's Starfield Library and Tianjin Binhai Library in China provide visitors with deep insights into local histories and literature, fostering active engagement with regional customs and narratives. These institutions also house invaluable cultural artefacts, rare manuscripts, and extensive archives, serving as gateways to a nation's cultural heritage and facilitating cross-cultural dialogue. Another example is the Nakanoshima Library in Osaka Japan which houses archives and collections that detail Osaka's history and culture, including documents that reflect Japan's evolution through the 20th century.

For tourists interested in Japan's cultural and literary heritage, Nakanoshima Library provides a meaningful journey through Japanese literature, calligraphy, and local history. The library also hosts exhibitions and cultural events that educate visitors about traditional Japanese arts, such as haiku poetry and woodblock printing. Architecturally, iconic libraries such as Seoul's Starfield Library, China's Tianjin Binhai Library and Nakanoshima Library in Osaka Japan captivate tourists with their stunning designs, blending intellectual enrichment with visual splendor. Modern libraries have become central to tourism through these multifaceted offerings, inviting travellers to explore and appreciate the rich tapestry of global cultures.

Integrating libraries into edu-tourism involves leveraging their resources, services, and cultural significance to provide enriching learning experiences for travellers. The following conceptual framework outlines how libraries can be embedded into edu-tourism, enhancing both educational outcomes and tourism development. Libraries can serve as cultural and educational hubs, providing tourists with access to local history, literature, and art through exhibitions, workshops, and lectures. They can also collaborate with tourism agencies to enhance these offerings.





Specialized edu-tourism programs, such as guided tours, archival research opportunities, and cultural events, can attract tourists. Libraries can also collaborate with educational institutions to offer joint programs, such as study abroad programs, internships, and workshops. Digital resources can be enhanced by developing digital collections and virtual tours, allowing libraries to reach a global audience. Effective marketing and promotion strategies, such as using social media, travel blogs, and partnerships with tourism boards, can highlight unique programs and resources available to tourists. Libraries may need to adapt their infrastructure and services to accommodate tourists, including multilingual resources, flexible visiting hours, and amenities catering to international visitors.

Feedback mechanisms can help libraries assess the effectiveness of their edu-tourism initiatives, providing insights into tourist satisfaction and areas for improvement. By embedding libraries into the edu-tourism framework, they can become pivotal in promoting cultural understanding and lifelong learning among tourists, enriching the tourist experience, and elevating their role in the community and the broader tourism industry.

Libraries in Malaysia are also pivotal in advancing edu-tourism by serving as cultural and educational hubs that offer tourists insights into the nation's heritage. Initiatives like the Edu+ program by the Ministry of Tourism Malaysia, launched in October 2024, exemplify this commitment by targeting young international students for short-term educational programs that integrate cultural immersion, thereby promoting Malaysia as a premier edu-tourism destination (MTPB, 2024).

Some libraries in Malaysia support edu-tourism for example Raja Tun Uda Library, which is under Perbadanan Perpustakaan Awam Selangor (PPAS) has been listed as one of Asia's most beautiful libraries (Sukoco, 2024). Furthermore, the transformation of libraries into dynamic community centres underscores their relevance in the digital age, ensuring they meet the evolving information needs of society while contributing to tourism development. By offering resources and programs that highlight local culture and history, Malaysian libraries effectively attract educational tourists, fostering cultural exchange and supporting the nation's broader tourism goals.

Where Knowledge Meets Wanderlust: Libraries in Edu-Tourism

Each library, from Starfield's innovative open space, Tianjin Library to Nakanoshima's cultural intimacy, and some of the libraries in Malaysia have showcased the unique ways libraries are embracing edu-tourism. They illustrate how libraries can transcend their primary function of information storage to become vibrant spaces for cultural exploration, historical preservation, and digital innovation. In the sphere of edu-tourism, these libraries provide invaluable opportunities for cross-cultural learning, offering programs, archives, and architectural beauty that enrich travellers' experiences and broaden their understanding of different cultures.

In an age where travel is more accessible than ever, tourists yearn for experiences that are both enriching and transformative.



Libraries, as exemplified by these remarkable institutions in South Korea, China, and Japan, have emerged as key players in edu-tourism, offering visitors not only a chance to learn but a space to reflect and connect with the past and present of the cultures they visit. By combining architecture, digital engagement, cultural programs, and historical preservation, libraries have carved a niche in the world of edu-tourism. They invite travellers not just to see but to experience and understand, providing a rare blend of education and inspiration. Whether through a modern marvel in China, an open-space library in Seoul, or a historical institution in Japan, libraries continue to open new chapters in the global story of edu-tourism as one traveller, one story, and one library at a time, and

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