

Volume 3 (2025)



RMU e-Bulletin



Research Management Unit
Universiti Teknologi MARA Cawangan Kedah

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eISSN : 2805-47 5X

Published by : Universiti Teknologi MARA
08400 Merbok, Kedah Malaysia

Printed by : Perpustakaan Sultan Badlishah
Universiti Teknologi Mara Cawangan Kedah
08400 Merbok Kedah

e ISSN 2805- 47 5X



9772805 475 000

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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





DECONSTRUCTING THE FEMINIST CONSCIOUSNESS

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Emma Watson is a famous Hollywood actress mainly acclaimed for her role as Hermione in the Harry Potter movie series. She has been chosen as a Goodwill ambassador for the United Nations since 2014 to act as a campaigner for UN Women's HeForShe campaign in supporting gender equality (UN Women Goodwill Ambassador Emma Watson, n.d). When one of the students in my class showed a video of Emma Watson delivering a speech on feminism and how generally people perceive the topic negatively, I felt compelled to write about this misguided conception based on my foray into feminist studies for the last twenty years. In the video, she voices her concern about how battling for women's rights has always been seen as synonymous with man-hating.

Feminism has its formal scholarship anchored in the West mainly with the writings by Mary Wollstonecraft published in 1792. Wollstonecraft contends that women are not inherently inferior to men but seem so only due to a lack of education. She further encourages treating both men and women as rational individuals and envisions a society built on the principles of reason. From thereon, feminism grew as a movement promoting political, economic and social equality of the sexes.

Until today, the different phases of feminism and how they grow are termed feminist waves. The first wave of feminism transpired in the late 19th and early 20th centuries in Western countries, principally targeting to create opportunities for women, with a strong focus on securing women's suffrage. The second wave, covering the 1960s to the 1980s, sought to challenge cultural inequalities, dismantle



gender norms, and promote an egalitarian role for women in society, emphasising the importance of self-awareness among minority groups. The third wave, arising as a response to the second wave, spanned the 1990s to the 2000s and encompassed a wide range of feminist movements and activities, reflecting greater diversity in its approaches. The fourth wave of feminism begins around 2012, offering a new paradigm that hinges on social media, such as Facebook, Twitter, Instagram and YouTube, among others (Mohajan, 2022).

The proliferation of these waves has benefited various minority groups, particularly women, who were historically marginalised due to the patriarchal forces that dominate as a hegemonic power in the world. However, until today, despite the elevation of female status everywhere due to the feminist movements, the term man-hating is still ubiquitously used to describe feminism.

For a Muslim woman of colour in a postcolonial site, feminism has opened my eyes to a variety of situations of power abuse, inequality and injustice against women. Feminism has taught me to listen to muted female voices and how these suppressed voices should be given agency, and not just limited to uncovering female experiences so that their stories can be heard. I have also learned that feminism heightens one's sensitivity to seek understanding in other people's unspoken pain and suffering.



Hence, acknowledging feminism as a tool to lead one to understand the marginalised and the subaltern is something that should be strongly considered. Feminist scholarship has also made me aware that one type of feminism will not work to explain the different female experiences I go through compared to white women in the West. The kind of feminist consciousness that will be useful to explain my experiences will be the one that is related to my identity as a Muslim, Asian, and Malaysian. Therefore, not all types of feminism can simply be used to describe one's lived experiences. Feminism is never one-size-fits-all. To comprehend the type of feminism that can effectively address individual differences, one must examine their own identity and context.

Developing a feminist consciousness is commendable, as it helps us understand the power structures within society. It also empowers us to find a voice and agency that aligns with our identity and personhood. The various types of feminism such as radical feminism, liberal feminism, Marxist feminism, postcolonial feminism and Islamic feminism are just some of the different schools of feminism. Generally, none of these schools claim that feminism is a man-hating movement but all these groups believe that basically, women have been unfairly treated due to the power imbalance and structure in society.

Thus, having a feminist consciousness makes one cautious about alleging that feminists are man-haters or that they simply follow Western ideologies. Feminists are people who believe in improving women's lives everywhere in all aspects of life. Feminists listen to women's stories and amplify their thoughts and voices so that they can be heard. We also respect men for the complementary roles they play in society. Hence, respect for women should be returned so that everyone may live equitably.

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e ISSN 2805- 47 5X



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