

Volume 3 (2025)



# RMU e-Bulletin



**Research Management Unit**  
Universiti Teknologi MARA Cawangan Kedah

**Copyright@** is held by the owners/authors. The e-Bulletin RMU4U is published in its original version without editing the content. However, language editing and proofreading have been conducted by the language editor with permission from the authors.

The views, opinions, and technical recommendations expressed by the contributors are entirely their own and do not necessarily reflect the views of the editors, the faculty, or the university.

**Editors :** AZYYATI ANUAR (DR)  
AZLYN AHMAD ZAWAWI (ASSOC PROF DR)

**Language Editors :** NUR SYAZWANIE MANSOR (DR)  
BERLIAN NUR MORAT  
NOR ASNI SYAHRIZA ABU HASSAN  
SITI MUKHLISA MOHAMAD KHAIRUL ADILAH  
NADIRA M. JAHAYA  
FATIN RAHAINA AHMAD SANI  
SYAKIRAH MOHAMMED  
ROBEKHAH HARUN  
MAS AIDA ABD RAHIM  
NORLIZAWATI MD TAHIR  
AZRUL SHAHIMY MOHD YUSOF  
NOR ASLAH ADZMI  
NUR HIDYATI ZOLHANI

**Design Editors:** JUAINI JAMALUDIN  
SHAFILLA SUBRI (DR)

**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



# 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

# SECRETARIAT EDITORIAL RMU4U

Patron:

**Prof. Dr Roshima Haji Said**

Rector UiTM Cawangan Kedah

Advisory Boards:

**Assoc. Prof. Dr Mohd Rizaimy  
Shaharudin**

Deputy Rector Division of  
Research, Industrial Linkages,  
Community & Alumni

**Dr Junaida Ismail**

Deputy Rector Academic Affairs

**Assoc. Prof. Dr. Noor Zahirah  
Mohd Sidek**

Secretary:

**Noraini Awang**

Editorial Technical Team:

**Reza Irwan Othman**

**Mohammad Fikri Abdullah**



**DR. AZYYATI  
ANUAR**

Chief Editor



**ASSOC. PROF. DR.  
AZLYN AHMAD  
ZAWAWI**

Assistant  
Editor-in-Chief



**DR. ROHAYATI  
HUSSIN**

Managing Editor



**DR. MOHD FAIZAL  
JAMALUDIN**

Managing Editor



**DR. NUR SYAZWANIE  
MANSOR**

Managing Editor



**ASSOC. PROF. DR. TS.  
ABD. LATIF ABDUL  
RAHMAN**

Editor



**DR. AHMAD AFIF  
AHMAROFI**

Editor



**DR. NURUL 'AYN  
AHMAD SAYUTI**

Editor



**DR. HAFIZAH BESAR  
SA' AID**

Editor



**DR. NOOR SYAHIDAH  
MOHAMAD AKHIR**

Editor



**JUAINI JAMALUDIN**

Graphic Designer



**DR. SHAFILLA SUBRI**

Graphic Designer

# 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 ART OF DESIGN: HOW BUILDING BLOCKS CAN TRANSFORM INTO AN AUTISTIC TEEN'S DREAM CAREER, INSPIRING FUTURE GENERATIONS THROUGH TEACHING

**Izza Syahida Abdul Karim & Wan Noor Faaizah Wan Omar**

College of Creative Arts, Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani, Kedah, Malaysia  
izzasyahida@uitm.edu.my; wfaaizah@uitm.edu.my

**Azlyn Ahmad Zawawi**

Faculty of Administrative Science and Policy Studies, Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani, Kedah, Malaysia  
azlyn@uitm.edu.my

Art is a beautiful reflection of our diverse cultures, rich histories, and the unique personal styles that make each of us shine. It is a universal language, uniquely created and appreciated by every culture and individual, celebrating the beauty of human expression in countless forms.

Despite its diversity, art is a universal human activity found in every society and deeply rooted in human nature. Autism Spectrum Disorder (ASD) can present challenges in communication, including speech delays and non-verbal expression. Art serves as a valuable tool for individuals with ASD to express themselves. Research indicates that neurodivergent individuals, as highlighted by Nadal and Chatterjee (2019), possess unique cognitive processing styles that allow them to interpret and understand information in ways that differ from neurotypical individuals.

People can understand things in different ways. This shapes how they see the world and how they interact with others. AS, an autistic teenage boy, beautifully expresses his creativity by transforming his observations into stunning designs with building blocks. Research indicates that visual cues significantly aid memory retrieval in individuals with ASD (Anger et al., 2019).





Figure 1: Avenger's Tower by AS

Although learning disabilities pose challenges in ASD, an effective teaching technique can ignite interest and transform it into strength. Studies indicate that individuals with ASD can leverage their unique personal interests to develop and enhance their strengths.

According to Quintin (2019), personal interests often serve as a foundation for skill development and can significantly enhance motivation and engagement. This ultimately leads to positive outcomes in various areas of life, including social interactions and vocational skills.

By recognizing and nurturing these passions, caregivers, educators, and therapists can develop targeted strategies that empower individuals with ASD to succeed and thrive. This suggests that fostering and encouraging these interests can significantly enhance their skills and abilities. AS's initial interest in superhero movies grew, inspiring him to create various designs. He explored a range of projects, including superhero minifigures, Avengers Tower, and multiple versions of the Batmobile, among others. He brings his vision to life by constructing his dream house using building blocks. This demonstrates that building blocks can be an effective medium for fostering creativity, particularly for individuals with autism. Hashmi et al. (2020) suggest that engaging in imaginative play can lead to improvements in social and cognitive skills over time.

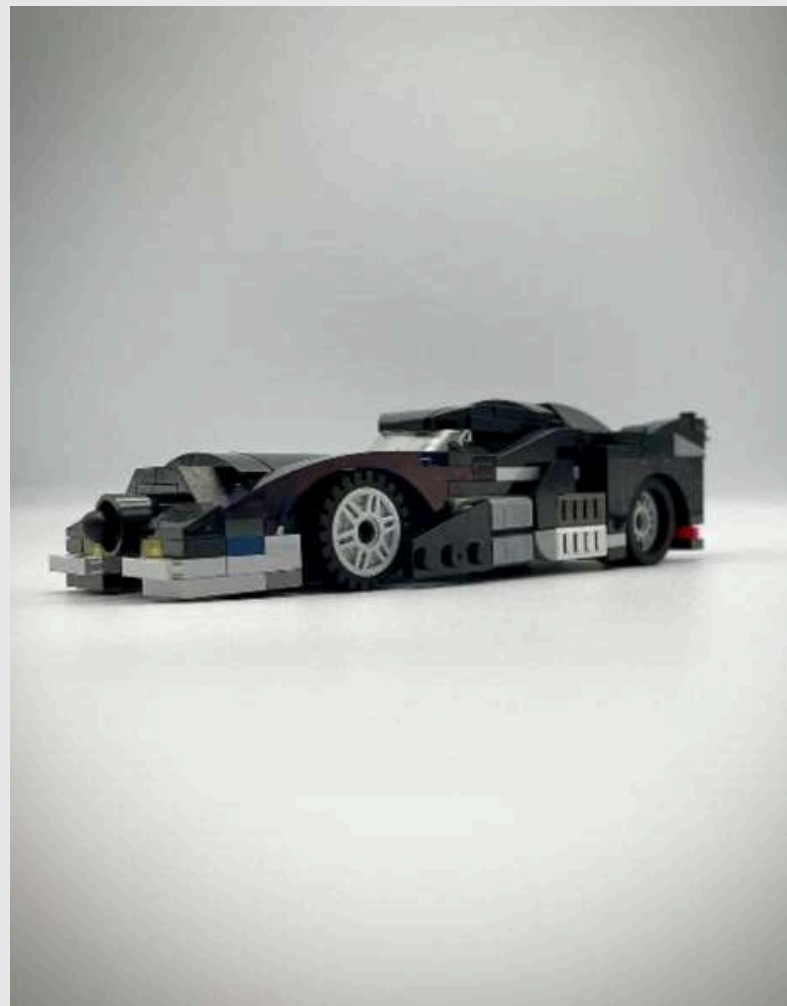


Figure 1: Avenger's Tower by AS





By recognizing and nurturing these passions, caregivers, educators, and therapists can develop targeted strategies that empower individuals with ASD to succeed and thrive. This suggests that fostering and encouraging these interests can significantly enhance their skills and abilities. AS's initial interest in superhero movies grew, inspiring him to create various designs. He explored a range of projects, including superhero minifigures, Avengers Tower, and multiple versions of the Batmobile, among others. He brings his vision to life by constructing his dream house using building blocks. This demonstrates that building blocks can be an effective medium for fostering creativity, particularly for individuals with autism. Hashmi et al. (2020) suggest that engaging in imaginative play can lead to improvements in social and cognitive skills over time.

AS expresses his love for designing with building blocks and aspires to become a tutor to inspire others through their passion. He states, "When I grow up, I want to be a teacher. I want to teach kids to play Lego." Sharing these skills within the community promotes collective empowerment and bridges the gap between neurodiverse individuals and society (Fenn & Scior, 2019). When individuals passionately share their talents—through creative endeavours, teaching, or other avenues—they not only highlight their unique gifts but also inspire others to celebrate diversity. Celebrating their unique strengths and achievements empowers individuals to embrace their individuality, fostering self-confidence while honouring their contributions to their communities and future workplaces.

## References

- Anger, M., Wantzen, P., Le Vaillant, J., Malvy, J., Bon, L., Guénolé, F., & Guillery-Girard, B. (2019). Positive effect of visual cuing in episodic memory and episodic future thinking in adolescents with autism spectrum disorder. *Frontiers in Psychology*, 10, 1513.
- Fenn, K., & Scior, K. (2019). The psychological and social impact of self-advocacy group membership on people with intellectual disabilities: A literature review. *Journal of Applied Research in Intellectual Disabilities*, 32(6), 1349–1358.
- Hashmi, S., Vanderwert, R. E., Price, H. A., & Gerson, S. A. (2020). Exploring the benefits of doll play through neuroscience. *Frontiers in human neuroscience*, 14, 560176.
- Nadal, M., & Chatterjee, A. (2019). Neuroaesthetics and art's diversity and universality. *Wiley Interdisciplinary Reviews: Cognitive Science*, 10(3), e1487.
- Quintin, E. M. (2019). Music-evoked reward and emotion: Relative strengths and response to intervention of people with ASD. *Frontiers in Neural Circuits*, 13, 49.

### Biodata of authors

Izza Syahida Abdul Karim is a Senior Lecturer at the College of Creative Arts, Universiti Teknologi MARA, Kedah Branch. With 15 years as an Art and Design lecturer, her expertise lies in nurturing creativity. She is currently immersed in a PhD journey, exploring Design Entrepreneurship in Autistic individuals.

Wan Noor Faaziah Wan Omar is a Senior Lecturer at the College of Creative Arts, Universiti Teknologi MARA, Kedah Branch. She holds a PhD in Industrial Design from Universiti Putra Malaysia in 2017.

Dr. Azlyn Ahmad Zawawi is an Associate Professor at Universiti Teknologi MARA, Kedah Branch. She specializes in quantitative research in organizational behavior, team management, and public sector studies.

e ISSN 2805- 47 5X



9772805 475 000

**Volume 3 (2025)**

**RMU**  
**e-Bulletin**

**Research Management Unit**  
Universiti Teknologi MARA Cawangan Kedah

