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Embracing Innovation and Discourse: A Message from the Rector



Esteemed colleagues, students, and friends of UiTM Kedah Branch,

I am pleased to announce the launch of the second edition of the **RMU4U E-Bulletin**. This publication showcases the intellectual energy and a wide range of expertise that have bloomed within our esteemed university.

The 38 articles presented in this issue exemplify a remarkable spectrum of scholarly inquiry. From insightful legal studies to captivating cultural reflections, from thought-provoking discussions on business and finance to explorations of the ever-evolving technological landscape, the **RMU4U E-Bulletin** offers a glimpse into the minds that are shaping the future. This e-bulletin is more than just a collection of articles; it is a platform for discourse, a springboard for critical thinking, and a catalyst for innovation. By engaging with the diverse perspectives presented here, we can cultivate a deeper understanding of the complex issues facing our world today.

I am particularly heartened by the focus on the transformative power of technology. Discussions on Industrial Revolution 5.0 and the integration of AI serve as crucial reminders of the need to embrace innovation and equip ourselves with the skills to navigate the rapidly changing landscape. The articles on learning methodologies, from self-directed learning to mobile-assisted language acquisition, further underscore UiTM Kedah's commitment to providing our students with the tools and resources they need to thrive in the 21st century.

To our esteemed contributors, I extend my sincere gratitude for sharing your valuable insights and expertise. Your dedication is what fuels the intellectual engine of our university.

To our readers, I encourage you to delve into the articles, engage with the ideas presented, and later share your perspectives. Let this e-bulletin be the spark that ignites lively dialogues and fosters a culture of continuous learning within our university community.

Together, let us leverage the power of knowledge and innovation to shape a brighter future.

Sincerely,

Prof. Dr. Rohima Sa'id

Rector, UiTM Kedah



A Message from the Chief Editor

Dear Readers,

Welcome to the second issue of the RMU4U E-Bulletin from UiTM Kedah. I am excited to present 38 insightful articles that showcase the diverse academic interests and expertise within our university. Each article brings a unique perspective, contributing to a rich array of knowledge and ideas.

In this issue, our contributors have explored a wide range of subjects. We have compelling legal studies on topics such as home-schooling and child marriage, alongside cultural reflections that delve into the Semai heritage and contemporary Malaysian art. These pieces highlight the importance of preserving and understanding our cultural and societal norms.

Our business and finance section offers fresh insights into the gig economy, the integration of AI in accounting, and the nuances of tax compliance. These articles provide a closer look at the evolving economic landscape and the challenges and opportunities it presents.



Technological innovation is another prominent theme, with discussions on Industrial Revolution 5.0, the critical role of information professionals, and the integration of AI in education. These articles underscore the rapid pace of technological change and its impact on various sectors.

We also feature thought-provoking pieces on self-directed learning, mobile-assisted English learning, and the transformative power of social media in libraries. These articles explore the intersections of technology, education, and communication, offering valuable insights into modern learning environments. Our goal with this e-bulletin is to foster a deeper understanding and spark meaningful conversations among our readers. We hope that the knowledge and ideas shared here will inspire and engage you.

A heartfelt thank you to all our contributors for their hard work and dedication. And to our readers, thank you for your continued support and interest in the RMU4U E-Bulletin.

Happy reading!
Warm regards,

Dr Azyyati Anuar
Chief Editor, RMU4U E-Bulletin



TRANSITIONING FROM DRAFT TO PUBLICATION: FIVE CATEGORIES OF ARTICLES

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Various academic papers focus on distinct aspects of scholarly communication and serve different purposes. The aim is to provide academics and researchers with the information and skills necessary to actively engage with and contribute meaningfully to academic discourse within their respective areas of expertise. The author will discuss five categories of articles, as follows:

Research articles:

Research articles are distinct and often present the findings published in journals. They typically contribute fresh knowledge to the topic and are well-structured. Cargill and O'Conner (2021) introduced the conventional article structure known as AIMRaD (Abstract, Introduction, Materials and Methods, Results, and Discussion).

Review articles:

Review articles offer a comprehensive overview and assessment of existing knowledge on a certain subject. They recommend future research paths, synthesize and critically assess research findings, and highlight trends, debates, and gaps in the literature. Review articles comprise narrative reviews and systematic reviews (Mathur & Mishra, 2023). Narrative reviews provide a broad perspective based on the author's interpretation, whereas systematic reviews have a rigorous methodology, objectivity, and a specific focus on addressing research problems.

Case studies:

Case studies present detailed analyses of specific cases, occurrences, real-life phenomena, dilemmas, conflicts, or issues encountered by individuals or organizations. They provide in-depth and contextualized insights into complex issues, often serving as illustrative examples or empirical evidence to support theoretical arguments and recommendations for the future. In the domains of business, law, and policy, this type of paper enjoys widespread acceptance; however, its recognition in the field of health services research is relatively low (Crowe et al., 2023).

Book Reviews:

Book reviews include summarizing the key points, evaluating authors' techniques and sources, assessing arguments made, and advising other academics on whether or not a particular book is worthwhile. Gömbeyaz (2019) outlines a three-step process for conducting a book review: first, selecting an appropriate book; second, thoroughly reading the book; and finally, composing the review.

Perspective Pieces:

Perspective pieces are articles that present novel viewpoints, innovative concepts, or speculative theories on emerging advancements, possible trajectories for future progress, or unresolved issues within a certain discipline. Furthermore, it provides a personal critique and distinct perspective on promoting interdisciplinary discussions and cultivating innovative thinking.



This exposition identifies the many manifestations of academic papers and elucidates how each fulfills a specific function in scholarly discourse. It identifies five primary categories of articles: research articles present novel findings in structured formats; review articles provide comprehensive evaluations of the prevailing literature; case studies offer detailed analyses of real-life contexts; book reviews assess the merits of scholarly works; and perspective pieces foster innovative ideas and interdisciplinary discussions. This overview equips academics and researchers to participate in and contribute to scholarly discourse in their respective fields by outlining the distinct functions and traits of each category.

Reference:

Cargill, M., & O'Connor, P. (2021). *Writing scientific research articles: Strategy and steps*. John Wiley & Sons Ltd.

Crowe, S., Cresswell, K., Robertson, A., Huby, G., Avery, A., & Sheikh, A. (2011). The case study approach. *BMC Medical Research Methodology*, 11(100), 1471–2288.

Gömbeyaz, K. (2019). A guide for book reviews. *ULUM*, 2(1), 169–174.

Mathur, S. B., & Mishra, D. (2023, April) How to write a review article? [Editorial]. *Indian Journal of Developmental and Behavioral Pediatrics*, 1(2), 1–8

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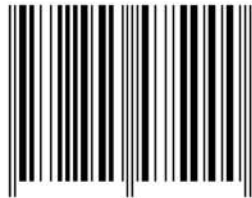
Nurul Hayani Abd Rahman exhibits unwavering devotion to her position as an academic lecturer at Universiti Teknologi MARA Kedah Branch, showcasing a profound commitment to researching topics in the fields of entrepreneurship and human resource management. She holds a master's degree from Universiti Utara Malaysia (UUM) and has made substantial contributions to academic discourse through numerous publications.

Rabitah Harun is currently a senior lecturer at Universiti Teknologi MARA Kedah Branch, having taught in higher education for more than ten years. She holds a Ph.D. in entrepreneurship and possesses an extensive understanding of micro and small businesses. With a strong foundation in marketing, entrepreneurship, and management, she is a highly motivated academic professional. She possesses a strong enthusiasm for mentoring and advising students, always seeking opportunities to actively engage in the academic community.

Shaira Ismail is a senior lecturer at Universiti Teknologi MARA Pulau Pinang Branch, where she plays a pivotal role in educating future professionals in her field. She is deeply involved in research and innovation projects aimed at enhancing entrepreneurship and the overall teaching and learning experience, with expertise extending beyond traditional teaching. Her dedication to both teaching and research indicates a passion for academic excellence and a desire to make a meaningful impact in her field.



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