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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 Saad

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



AVATAR VS CELEBRITY ENDORSER



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Companies use a variety of tactics in the modern advertising environment to sell their goods (Wood et al., 2005). Avatars and celebrity endorsements are two popular tactics. Avatars work as virtual brand ambassadors who engage customers on websites and social media platforms, whereas celebrity endorsements feature well-known people endorsing things through commercials (Sabella et al., 2022). The benefit of using avatars is that they may interact with people globally and deliver any messages that the business needs. Conversely, celebrities advertise products by using them in commercials, advertisements, and social media posts. (Kooli & Ijar 2018).

Elements	Description
Cost-effectiveness	Creating and using an avatar can be more affordable than hiring a celebrity, especially for smaller businesses with limited budgets.
Control and flexibility	Advertisers have complete control over the avatar's appearance, personality, and actions, allowing them to tailor it precisely to their brand image and messaging. They can also easily modify or update the avatar as needed.
Universality	Avatars can appeal to a broader audience since they are not tied to specific individuals or demographics. They can represent diverse identities and resonate with various consumer groups.
Longevity	Unlike celebrity endorsements, which can be short-lived and dependent on the celebrity's popularity, avatars can have longer lifespans and remain relevant over time.
Avoiding controversies	Using an avatar minimizes the risk of negative publicity or controversies associated with celebrity endorsers. Avatars are not susceptible to personal scandals or public opinion shifts.

Table 1: Avatar vs. Celebrity Endorsement



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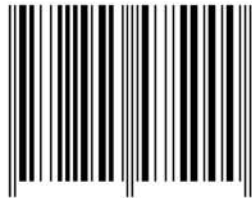
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Fatihah Norazami Binti Abdullah has been teaching since 2003 and is currently a senior lecturer in the Department of Business Management at the Faculty of Business and Management, Universiti Teknologi MARA in Kedah, Malaysia. She obtained her Master's degree in Business, and Management from Universiti Utara Malaysia in 2003.



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