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Research Management Unit
Universiti Teknologi MARA Cawangan Kedah

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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



BURSA MARKETPLACE: AN INVESTMENT EDUCATION PLATFORM

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Bursa Marketplace serves as Malaysia's comprehensive platform to educate retail investors on their investment knowledge. Bursa Malaysia established the Bursa Marketplace, an online platform that offers investor education, up-to-date pricing information, and market insights specifically aimed at the younger demographic (Tan & Yi, 2017). There are three main platforms in Bursa Marketplace which are: -

1

Learn: It is a place to learn all about securities and how to build a diversified investment portfolio. There are e-courses (containing essential information for understanding the financial market) and insights (containing consolidated and updated insights for all classes of investors).



2

Try: Investors can download the Bursa Marketplace Mobile Application to obtain a daily source for the latest trading ideas, insights, and market data at their fingertips. There is also an alpha indicator to see the companies' performance. The Alpha Indicator can be used to rate stocks for investors on a scale of 1-10 on five indicators, namely earnings, fundamentals, valuation, risk, and momentum. This provides an easy-to-understand way to help investors choose their stocks. Apart from that, there is also a stock screener which is created to assist investors in finding the stocks that match their investment style. They can search for stocks based on their criteria and use the filters to customize the stock options.



3

Apply: In my opinion, this is the best part of the platform. Investors can learn how to invest in real companies by using virtual cash. To make it more interesting, there is also a virtual trading game for investors to step up and test their skills. Investors can join current public games or create new games to challenge their friends and other investors. The owner of the game can set the amount of virtual cash, the period of the game, the types of securities allowed to be traded, and whether or not there is a brokerage fee. There will be a leaderboard to see the performance of the investors and their portfolios. Apart from joining the games, Bursa Marketplace itself has quests and targets for investors to practice. There are trading journey quests that provide a step-by-step guide to teach investors the basics of trading, from Beginner to Advanced. Along the trading journey, investors will be rewarded with badges of honor to signify their achievements.

Once the investor is ready to invest using their own capital, they can open a trading account by filling out a simple form, selecting a preferred brokerage company, and a broker will contact the investor to schedule an appointment within three business days. The Bursa Marketplace platform has indeed attracted a great number of new investors by virtue of its distinctive user experience, which facilitates convenient access to market information and insights, as well as its strategy of promoting financial literacy (Micheal, 2021).

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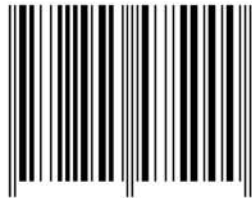
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