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# RMU e-Bulletin



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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



# UNLOCKING MALAYSIAN AGENCY LAW: NAVIGATING DUTIES, CHALLENGES, AND COMPLIANCE

**Nurul Mazrah Manshor, Nur Iriah Mohd Sirat & Rohayati Hussin**  
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In Malaysia, Part X of the Contract Act 1950 regulates the agency relationship between agents and principals and the two entities' responsibilities regarding third parties. An agent is an individual who is contracted to carry out activities on behalf of another person or who represents another person in transactions with third parties.



Image Source : Canva



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## Duties and responsibilities as an agent

An agent is responsible for a number of duties. Firstly, an agent is not allowed to delegate the authority to perform an obligation unless the principal explicitly asks him to empower another person to do so. In that case, the agent performs the obligation personally. Secondly, the agent is required to perform his responsibilities in an upright way and in trustful interest. The agent is also subject to the exercise of care and diligence to protect others from sensitive rights or things such as the selling or buying of his or her house. In addition, an agent must follow the principal's instructions or established trade standards. Agents must act in ways that are consistent with their principals' instructions. An agent must also protect the principal in handling his affairs due to care, skill and also protect negligence or casualness on his side. Transparency is critical as the agent maintains pretentious documentation of transactions and makes a complete accounting of all agency-related affairs.

Good record-keeping is crucial in establishing trust among all concerned. Moreover, a representative must demand the principal's directions, reveal his advancement, and pass along his facts. No agent must do business for his principal if the company is both gathered by him or investors who safeguard the principles. Agents are also not authorized to do common jobs where there are misunderstandings between the person for whom he acts as an agent. In this circumstance, the agent should reveal it as soon as possible. The most significant motive for these responsibilities is to ensure the dependence of the agent and defend the welfare of his principal.



## Understanding the agency relationship

At its core, an agency relationship involves two parties: the principal, who grants authority to the agent to represent them, and the agent, who executes tasks or transactions on behalf of the principal. This relationship is typically governed by a contract, whether explicit or implied, which outlines both parties' rights, duties, and responsibilities.

### Challenges faced by agents

When serving as the intermediaries between the first and third parties, agents often face difficult challenges of borderline legal authority. Many of these challenges are common and perennial. Agents may face ambiguity in terms of exactly what she has the right to do for their principal, thereby making it difficult to act within those limits. Another challenge agents may face is that it requires a clear delimitation between what an agent has power or authority to do on behalf of his/her client. Another is the lack of specificity in defining an agent or agents without authority. This can result in disputes and disagreements. Balancing one's interests with those of others, especially where conflicts arise, can be challenging for an agent. Such conflicts must be judged very carefully by the agent. Agents should stick to this even when handling conflicts of interest, refusing personally and at all costs to associate conflict and selfish gain with principals.

Furthermore, agents must be familiar with the relevant laws and regulations as well as industry standards that govern their activities. Not following these statutory, regulatory, and trade group rules exposes agents to potential liability and legal consequences. Last but not least, effective communication in the agency relationship is critical for avoiding misunderstandings and gaps in the information that agents give to principals. Conversely, this also brings about when there are disputes over payment of commissions or remuneration in an agency relationship.



## Biodata of authors

Nurul Mazrah Manshor is a senior law lecturer at Universiti Teknologi MARA (UiTM) Kedah Branch. She obtained her Bachelor of Laws (LL. B Hons) from the International Islamic University Malaysia (IIUM). She was admitted as an Advocate & Solicitor of the High Court of Malaya in 2005 after obtaining her LL. B (Hons) degree, and she pursued her Master of Laws (LL. M) at the Universiti Kebangsaan Malaysia (UKM). She has taught the Malaysian Legal System, Corporate Law, and Business Law at the UiTM Kedah Branch since 2009.

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## Mitigating challenges and ensuring compliance

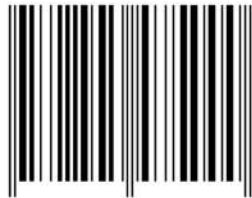
It is recommended for both agents and principals to clearly define the scope of authority and responsibilities in the agency agreement, establishing policies and procedures that will resolve conflicts should any arise between an agent's duty of loyalty to his principal on the one hand and compliance with legal or regulatory requirements on the other hand, establishing open channels of communication between agents and principals, keeping agents well trained and informed about industry developments in order to increase their knowledge and skills, and having them draw upon such training to become more skilled workers or managers with greater responsibility but not yet large numbers of clients. Review the agency agreement regularly and make necessary adjustments to reflect changes in circumstances.

## Conclusion

While serving as an agent under Malaysian contract law presents its share of challenges, adherence to legal requirements, effective communication, and proactive management of the agency relationship can help mitigate risks and foster mutually beneficial partnerships between principals as well as agents. By understanding their rights, duties, and obligations, agents can navigate the complexities of agency relationships with confidence and integrity.



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