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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



# A SHARED MENTAL MODEL (SMM) APPROACH FOR DEVELOPING WAQF LAND

Rohayati Hussin, Nurul Mazrah Manshor & Nur Irinah Mohamad Sirat

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## What Is a Shared Mental Model (SSM)?

Shared Mental Models (SMM) refer to the common understanding and shared knowledge among individuals within a group or organisation. This concept is critical in contexts where teamwork and collaboration are essential for achieving common goals. In the development of waqf land, having an SMM among stakeholders can significantly improve the effectiveness and efficiency of the project.

## SSM From Past Studies

Waqf land development may effectively employ SMM in practice; it is not merely a theoretical idea. Mutual understanding, effective communication, and the development of trust across many stakeholders can all be achieved through SMM. The literature research indicates that the implementation of SMM by stakeholders in waqf land development can facilitate efficient cooperation, synchronisation, and decision-making procedures. Research by Azlin Ismail et al. (2017) showed that the most effective strategy to recover those devalued waqf lands would be collaborating as a team and using the SMM. It was evident from Malaysia's first commercial waqf land development, the Wakaf Seetee Aisah (WSA). It has been demonstrated that SMM helps address and resolve the problem of underutilised waqf land potential problem. Majlis Agama Islam Pulau Pinang (MAINPP) and UDA Holdings Berhad (UDA) collaborated creatively to develop a novel strategy that benefited both the participating agencies and the general public (Ismail et al., 2016). Among other recent research, Azman and Abdul Majid (2017) examined the function of SMM in waqf and emphasised its importance in enhancing organisational effectiveness and decision-making procedures.

Ahmad and Ali (2018) put out an equally significant framework for integrating agricultural and waqf activities in Malaysia

The framework highlights the necessity of SMM for farmers, government agencies, waqf institutions, and other pertinent parties. Through a shared comprehension of objectives, tactics, and roles, stakeholders can collaborate to maximise waqf land's agricultural potential and tackle issues related to food security. Through the alignment of viewpoints, information, and expectations across stakeholders, SMM improves resource allocation, project management, and monitoring procedures

Stakeholders can collaborate to develop waqf land in agriculture by employing SMM.

The Importance of SMM in Waqf Land Development

### 1. Promoting Cooperation:

- Unified Vision: When all stakeholders possess a shared comprehension, they are more inclined to collaborate amicably in pursuit of a similar vision. This alignment reduces disagreements and improves collaborative efforts.

- Collaborative Problem-Solving: SMM allows stakeholders to work together to identify and resolve issues, utilising a range of different viewpoints and specialised knowledge.

### 2. Enhancing Communication: SMM enables effective information exchange by fostering a shared language and knowledge of essential topics and terminologies among stakeholders.

- Clear communication reduces misconceptions, resulting in smoother interactions and decision-making.

### 3. Improving Coordination:

- Streamlined Processes: SMM promotes synchronised and efficient project execution by ensuring everyone is on the same page regarding processes and schedules.

- **Function Clarity:** Understanding stakeholder roles and their function in the project reduces overlap and increases certainty in job performance.

#### The Benefits of SMM in Waqf Land Development

- SMM enhances project efficiency by removing redundancies and optimising operations.
- **Improved Quality:** A shared understanding promotes high standards among stakeholders, leading to better project outputs.
- **Increased Stakeholder Satisfaction:** Appreciation of stakeholders' voices and contributions leads to increased engagement.
- SMM promotes sustainable development and management of waqf land by aligning activities towards common goals.
- **Function Clarity:** Understanding stakeholder roles and their function in the project reduces overlap and increases certainty in job performance.

#### Conclusion

Through strategic planning and project implementation, SMM helps develop and manage waqf land efficiently. SMM helps stakeholders use waqf land for agriculture by aligning their perspectives, expectations, and expertise. This coordination improves resource allocation, monitoring, and decision-making, resulting in more sustainable and effective results. The SSM empowers local communities by including them in decision-making. Community members can actively develop, cultivate, and distribute waqf land for food security when they recognise its possibilities.



Image Source : Canva

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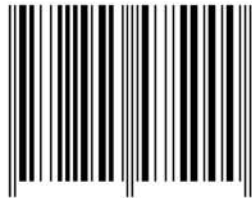
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