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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



THE IMPORTANCE OF KNOWLEDGE SHARING IN ORGANIZATION

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Knowledge Sharing

The process of sharing information between individuals or groups is known as knowledge sharing (Shamsie & Mannor, 2013). It can involve the sharing of information among organizations or people. Sharing knowledge is frequently thought of as a means of enhancing teamwork and communication. Two terms that are frequently used to describe knowledge sharing are exchange of information and information sharing. There are several approaches to knowledge sharing. While some knowledge-sharing activities involve teaching or giving tutorials, others could only involve exchanging information through written materials or chats. When information is communicated electronically via social media or email, for example, it can happen even when there is no face-to-face connection.

Workers possess a wealth of information that is vital to the organization. They can connect more effectively, work more efficiently, and grow as professionals when they share knowledge.

Knowledge sharing in the workplace refers to the concepts by which individuals in an organization exchange information with one another. An organization with a robust culture of information sharing would benefit from enhanced efficiency and heightened ability for creativity. There are three key practices for sharing information that can be implemented in businesses.



Image Source : Canva





Image Source : Canva

Knowledge sharing in the workplace promotes innovation and advancement

Inadequate prioritization of information exchange within the organization might result in barriers to creativity and resistance to new ideas. Businesses that prioritize and encourage information exchange will be more innovative and prosperous. Companies of all sizes are often more competitive when they have extensive knowledge management and sharing standards. Knowledge and insight are essentially the same thing. When insights are shared inside an organization, it promotes a focus on making decisions for development based on those insights (Batool, F., Mohammad, J., Awang, S. R., & Ahmad, T, 2022).

Improving customer focus and fundamental principles in the workplace by promoting knowledge sharing

Knowledge sharing in the workplace is crucial for making customer-centric decisions and enhancing the collective understanding of consumers' conditions, perceptions, and expectations, which is essential for effective workplace organization. By leveraging their customer expertise, employees can gain a deeper understanding of the target market and contribute to a competitive advantage in business expansion. This can also augment the worth of existing clients, allure new ones, and reduce attrition. Essentially, the act of exchanging knowledge at work facilitates a broader comprehension among staff members regarding the desires and requirements of clients, enabling them to enhance and customize the organization's overall experience (Cheng, F & Yin, Y. 2022).



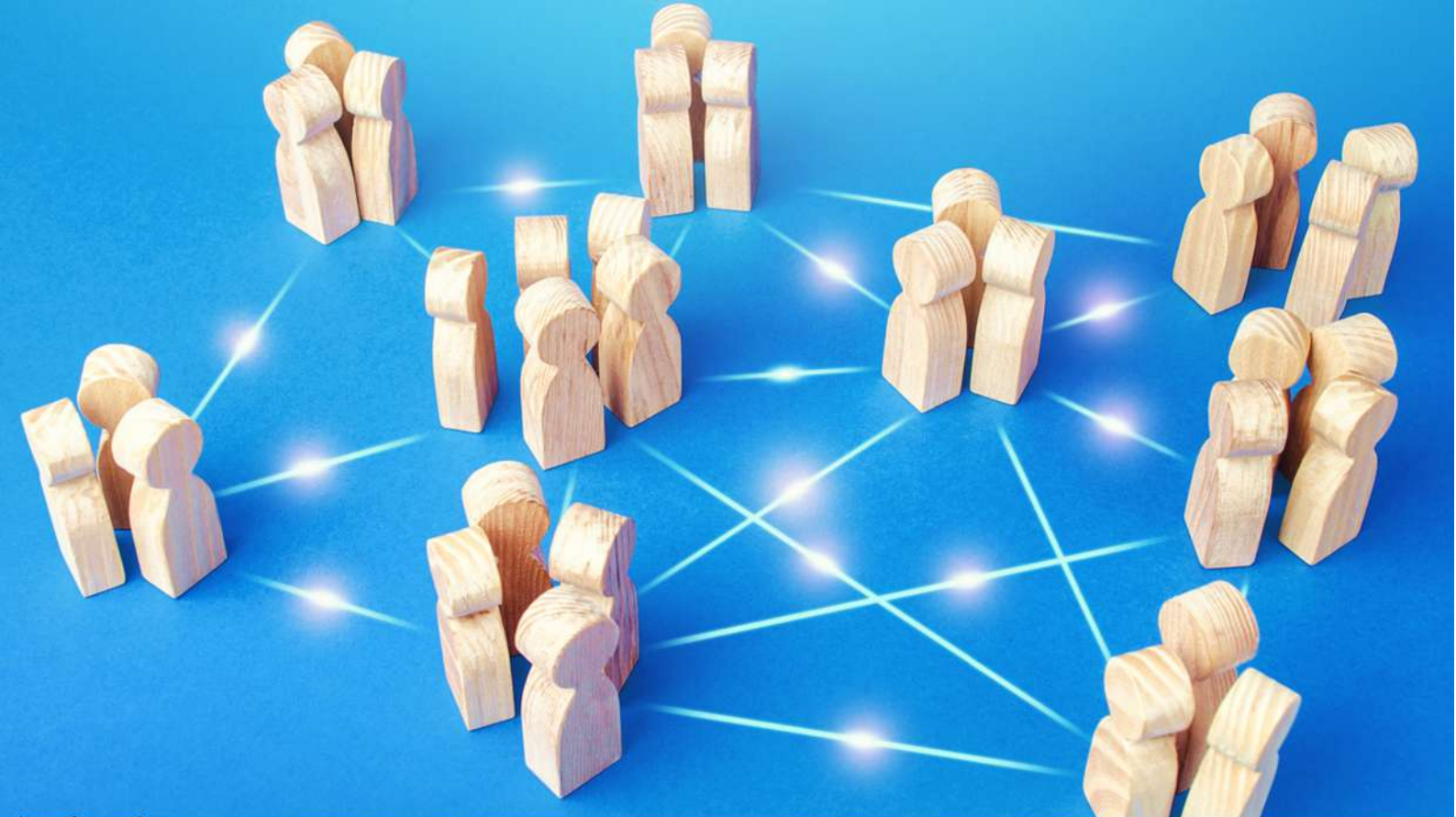


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Knowledge sharing encourages teamwork

This will help teams solve problems more quickly. Employees who procrastinate information and protect it because they believe it is essential to their worth and future career progress can be a hindrance to a culture of knowledge sharing in the workplace. However, knowledge sharing may also serve as a catalyst for cooperation and the breakdown of organizational barriers, which helps workers solve problems more quickly and perform better.

Knowledge sharing fosters collaboration among team members

This will enhance teams' ability to expedite problem-solving. Employees who engage in information hoarding due to their perception of its importance to their value and future career advancement might impede the development of a knowledge-sharing culture in the workplace. Nevertheless, the act of sharing knowledge can also act as a catalyst for fostering cooperation and dismantling organizational obstacles, enabling workers to resolve issues more expeditiously and enhance their performance (Ali Ibrahim Al-Tarawneh & Raid Al-Adaileh, 2021).

Here are two suggestions to enhance information dissemination within organizations. While acknowledging the significance of knowledge sharing, it is necessary to enhance the process by implementing specific guidelines in order to achieve higher quality information sharing.



Enhance training and user adoption protocols

Upon initial observation, it seems that the onboarding and training of new people lack a connection. Conversely, the knowledge exchange platform is an excellent tool for new hires. Their contributions are characterized by a prolonged duration for completion, and they frequently exhibit reticence when addressing the group. As a result, individuals experience a steady decline in their capacity to participate and acquire knowledge (Dewar, J. 2023).

To apply an advanced knowledge sharing platform

One critical decision that has a direct impact on the efficiency of employees and the overall success of a business is the selection of a knowledge sharing platform. Efficient knowledge sharing technologies enable the simplification of company procedures, the identification of specialists, the storage of documents and audiovisual content, and the ability to ask questions, among other capabilities (Muhammad Naeem, 2022).

In conclusion, for the purpose of achieving long-term success and expansion, it is essential for an organization to cultivate a culture that encourages the free exchange of information. A synergistic environment that fosters innovation, improves decision-making, and boosts overall organizational effectiveness is created when individuals and departments share their knowledge. The benefits of knowledge sharing extend beyond the limitations of individual and departmental boundaries.

By providing employees with opportunities to share their knowledge, experiences, and perspectives, firms have the ability to tap into a vast reservoir of collective intelligence. Not only does this speed up the process of problem-solving, but it also makes opportunities for continuous learning more accessible. This helps to ensure that the organization continues to be flexible and adaptable in the face of ever-changing issues.



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