



UNIVERSITI  
TEKNOLOGI  
MARA

# RMU e-Bulletin



**Volume 2 (2024)**

**Research Management Unit**  
Universiti Teknologi MARA Cawangan Kedah

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**eISSN :** 2805-47 5X

**Published by :** Universiti Teknologi MARA  
08400 Merbok, Kedah Malaysia

**Printed by :** Perpustakaan Sultan Badlishah  
Universiti Teknologi Mara Cawangan  
Kedah  
08400 Merbok Kedah

e ISSN 2805- 47 5X



9772805 475 000

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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





# HIGHER GROOVE: THE AI BEAT IN HE

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Artificial Intelligence (AI) is a digital tool or machine that can replicate human intelligence through learning ability, adapting, and self-correction, as well as using existing data to process and generate new ideas. According to UNESCO (2022:9), artificial intelligence or AI is defined as “machines that imitate some features of human intelligence, such as perception, learning, reasoning, problem-solving, language interaction and creative work”. The beating of AI changed the traditional way of providing services.

From engineering and health services to customer services, the implementation of AI has been very well utilized. In general, AI is used as a tool to help maximize the way we express our ideas. However, in the higher education (HE) sector, AI tools can be used in various ways, including adaptive learning systems, intelligent tutoring systems, learning analytics, and educational data mining (Wang et al., 2023). So, do we think AI is enough to enhance HE's quality?

Based on several readings, the emergence of AI is a continuous trend in HE, where it can help higher education improve teaching and learning efficiency. There are many ways for students and educators to interact nowadays. There are a few well-developed teaching assistants, such as Grammarly, which can help identify grammar mistakes and suggest proper, suitable

phrases for the users; Duolingo, an app that provides fun and free ways for learning languages; and the most commonly used, ChatGPT, an AI bot that can provide answers for everything we ask. Of course, these AI tools are based on the data they can get. However, even with the existence of these tools, they cannot guarantee the truth and validity of the answers given. We, as human beings, are smarter than AI in identifying which can be trusted and which cannot.

Additionally, the AI can be customized according to users' personal experience. Due to the capabilities of AI in maximizing the data available across the network, it can personalize searches or provide answers that align with what we most prefer. Applications like Cerego help minimize lecturing time and instead produce a better way of learning in science; ALEKS, which is research-based and provides online learning, also ensures all students have the same learning chances; and SmartSparrow, the platform that provides digital learning opportunities and delivers better outcomes.

There are more significant AI tools, either in the form of software or applications, that can be used to achieve better outcomes, and most of these platforms are developed by well-established institutions.





Whenever a new evolution is introduced in society, it's not necessarily to bring about only positive impacts; it also has several negative sides. Even among academicians, writers, and educators, not everyone can accept the beating of AI in the HE. As shown, some movies – in a sense – from the earliest of the '80s, like *The Terminator* (1984), *Artificially Intelligent* (2001), *I, Robot* (2004), *Eagle Eye* (2008), and many more – show the ideas of AI evolving and replacing the human workforce. Nowadays, in industries and factories, some parts of human work are already being replaced by AI machines that can produce equivalently or more efficiently. In HE, implementing AI requires detailed attention – paying close attention to the cost of implementation, training for both educators and students, compatible hardware and software, and much more. For example, training in AI for the younger generation could be much easier, but some of this technology is not really easy for those of senior age – yet not impossible.

Therefore, every step of evolution in each era has its own pros and cons; some can adapt, and some cannot – yet the new game still survives, and generations need to adapt from time to time. We agree that AI mostly gives positive beats in HE in terms of creating ideas for delivering courses to students and maximizing learning outcomes. Instead of resisting the change, try to adapt and turn this tool into excellent opportunities to boost education and learning in HE, as well as for a long-life learning experience.

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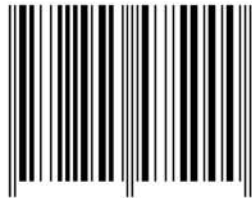
Asma Nadia Z.R. is enthusiastic about exploring library and information science (LIS) related to community services. She graduated with a Master's in Library and Information Science (MLIS) from Universiti Malaya; she is poised to embark on a trajectory of scholarly exploration and literary endeavours aimed at broadening her expertise within the LIS domain.

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e ISSN 2805- 47 5X



9772805 475 000

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**RMU** *AM*  
**e-Bulletin**

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