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Table of → Contents

05

Editorial Note

07

Business, Accounting
& Financial

39

Law & Policy

55

IR 5.0

84

Literature & Culture

98

Islamic Scholar
Quote

101

Designer's Thoughts

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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



MALAYSIAN ART TODAY

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"Malaysian Art Today" captures a lively and ever-changing environment that reflects the country's rich cultural heritage, diverse inspirations, and contemporary expressions. Malaysian artists have gained global acclaim in recent years for their inventive methods of exploring socio-political matters, cultural identity, and global topics across several artistic forms. This article on contemporary Malaysian art examines various aspects, including important subjects, notable artists, changing patterns, and the socio-cultural factors that influence the artistic conversation in the nation.



Image Source : Canva

Themes & Motifs

Contemporary Malaysian art spans a diverse range of subjects and motifs, including both traditional legacy and modern issues.

Artists frequently derive inspiration from Malaysia's culture, folklore, mythology, and natural landscapes, incorporating intricate symbolism and profound significance into their creations.

Furthermore, the artists' exploration of socio-political themes, urbanisation, environmental conservation, gender equality, and globalisation is evident in their work, demonstrating their commitment to addressing important societal concerns and fostering meaningful discussions.



Notable Artists

The Malaysian contemporary art scene is characterised by a varied and vibrant community of artists who have achieved recognition both within the country and on a global scale. Prominent individuals such as Ahmad Zakii Anwar, Yee I-Lann, Latiff Mohidin, and Wong Hoy Cheong have made noteworthy contributions to the realm of art by pushing the limits, questioning established norms, and reshaping artistic methodologies. Their artistic endeavours encompass several mediums such as painting, sculpture, installation, new media, and performance art, effectively demonstrating the abundant and varied forms of artistic expression in Malaysia.

Emerging Patterns

A mindset of exploration, originality, and cooperation across many fields of study distinguishes contemporary Malaysian art. Artists are progressively investigating novel technologies, digital media, and interdisciplinary methods to provide immersive and interactive experiences that deeply connect with modern audiences. Furthermore, the artistic community is increasingly prioritising sustainability, community participation, and diversity, which aligns with a wider societal movement towards adopting more ethical and socially responsible approaches.

The socio-cultural context refers to the social and cultural environment in which a particular event or phenomenon occurs. It encompasses the beliefs, values, norms, customs, and practices of a society or community.

The socio-cultural environment in Malaysia significantly influences the artistic scene, offering artists a diverse range of traditions, histories, and cultural allusions to incorporate into their creative pursuits. The heterogeneous society of Malaysia, which includes Malay, Chinese, Indian, and indigenous groups, provides a rich environment for artistic interaction, conversation, and the blending of cultures. This promotes a vibrant and inclusive artistic conversation that embraces variety and pluralism.

Ultimately, "Malaysian Art Today" showcases a vibrant amalgamation of traditional and innovative elements, as well as the interplay between local and global influences and individual and collective stories. Malaysian artists use their creative expressions to address important socio-political issues, embrace cultural diversity, and delve into the intricacies of identity and belonging in a constantly evolving world. Their contributions to the global art scene are highly valuable, as they proudly showcase Malaysia's cultural heritage and artistic vibrancy.

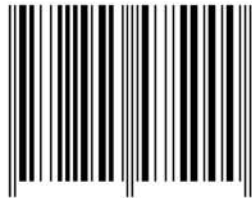
Biodata of authors

Juaini Jamaludin is a dedicated researcher and writer, deeply committed to exploring Malaysia's art and design. She holds a Master's degree in Visual Art from Universiti Malaya and has a profound interest in art history, visual culture, graphic communication, multimedia, and comic research.

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