



RMU4U

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Research Management Unit
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Table of → Contents

05

Editorial Note

07

Business, Accounting
& Financial

41

Law & Policy

58

IR 5.0

75

Literature & Culture

99

Designer's Thoughts



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RECTOR'S NOTE



Prof. Dr Roshima Said
Acting Rector

"Together we advance knowledge with integrity, creativity, and purpose—many voices united to shape a brighter, sustainable future."

Assalamualaikum warahmatullahi wabarakatuh,

Alhamdulillah, with gratitude to Allah SWT, I am pleased to welcome you to the fourth volume of RMU4U e-Bulletin. This publication continues to serve as a reflection of our vibrant intellectual community at UiTM Kedah, bringing together voices from diverse disciplines and perspectives. In this issue, with 42 insightful contributions, we witness not only the richness of research topics but also the strength of our shared purpose. While the papers range from sustainability in fashion and design, digital literacy, and artificial intelligence to law, economics, and cultural heritage, they are united by a common aspiration: to advance knowledge that is meaningful, ethical, and impactful for society.

Our academic journey is significant because of this harmony amid diversity. Whether addressing contemporary challenges in technology and governance or celebrating the timeless values of culture and tradition, our scholars demonstrate that knowledge is most powerful when it is connected, when different fields meet at the crossroads of innovation, integrity, and service to the community.

As Rector, I am profoundly inspired by the dedication, innovation, and scholarly excellence demonstrated by our academics and researchers. You are not only advancing knowledge within our university but are also fulfilling UiTM's noble mission, creating impactful ideas that serve the nation and uplift the ummah.

Your work reflects a deep commitment to relevance, integrity, and service. Let us continue to nurture a culture of collaboration, creativity, and excellence, ensuring that our contributions remain forward-looking, transformative, and rooted in the needs of society. Together, we are shaping a brighter, more sustainable future through education, research, and innovation.

Congratulations to all the dedicated contributors whose passion and perseverance have brought this volume to life. My heartfelt appreciation goes to the Research Management Unit for their steadfast leadership and solid commitment in making this achievement possible. May RMU4U continue to shine as a beacon of knowledge, uniting diverse voices in a shared mission of discovery and excellence. Together, may we be inspired to reach even greater heights in the pursuit of impactful research and innovation.

One purpose. One vision. Many voices, one future.

Sincerely,
Prof. Dr Roshima Said
Acting Rector,
Universiti Teknologi MARA Keda

A MESSAGE FROM THE CHIEF EDITOR



Dr Azyyati Anuar
Chief Editor,
RMU4U E-Bulletin

"RMU4U Volume 4 celebrates diverse scholarship, uniting research, innovation, and culture to inspire collaboration, sustainability, and inclusive growth."

We are pleased to present Volume 4 of RMU4U, a platform dedicated to showcasing research, innovation, and thought leadership across diverse academic disciplines. This issue reflects the dynamic intellectual ecosystem we strive to cultivate, highlighting contributions that bridge theory and practice while addressing pressing contemporary challenges. In the Business, Accounting, and Finance section, we feature 15 insightful papers that explore the evolving landscape of global markets, financial resilience, sustainable accounting practices, and digital transformation in business operations.

These works not only provide empirical findings but also propose actionable frameworks for industry adoption, underscoring the vital role of research in shaping competitive and ethical enterprises. The Designer Thoughts segment presents 6 stimulating papers that merge creativity with problem-solving. From design thinking methodologies to innovation in product aesthetics and usability, these contributions remind us that design is not merely about form but about crafting meaningful user experiences.

This section will be of particular interest to those who value the intersection of artistry, functionality, and human-centered solutions. Our IR 5.0 category brings together 6 pioneering papers examining the fusion of automation, artificial intelligence, and human capital development in the context of the Fifth Industrial Revolution. The authors challenge readers to consider how technology can be harmonized with ethical and inclusive practices, ensuring that digital progress translates into equitable societal benefits. In the Law and Policy section, 7 comprehensive papers analyze legal reforms, governance frameworks, and policy innovations that respond to shifting socio-economic realities.

The breadth of topics from regulatory compliance in emerging industries to community rights in a globalized economy reflects the critical role of law as both a safeguard and an enabler of change. The Literature and Culture segment enriches this volume with 8 thought-provoking papers that delve into narratives, identities, and cultural dialogues shaping societies today.

Whether revisiting classic literature through modern lenses or exploring contemporary cultural phenomena, these works invite readers to appreciate the role of the humanities in fostering empathy, critical thinking, and cultural continuity. Collectively, these 42 scholarly contributions affirm the breadth and depth of academic engagement within our community. They underscore our commitment to advancing knowledge that is relevant, impactful, and forward-looking. This volume is not only a testament to our contributors' dedication but also a resource for policymakers, practitioners, educators, and learners who seek informed perspectives and innovative solutions. We extend our heartfelt appreciation to all authors, reviewers, and editorial team members whose collective efforts have made this publication possible. We hope that RMU4U Vol. 4 will spark dialogue, inspire collaboration, and contribute to the enrichment of both academic scholarship and practical application.

Let us continue to explore, innovate, and contribute, together shaping a future where knowledge serves as the foundation for sustainable and inclusive growth.

Warm regards,
Dr Azyyati Anuar
Chief Editor,
RMU4U E-Bulletin

WEARING CONFIDENCE: THE ROLE OF ENCLOTHED COGNITION IN JOB PERFORMANCE

***Hanani Hussin**

Faculty of Business and Management, Universiti Teknologi MARA, Cawangan Kedah, Kampus Sungai Petani, Kedah, Malaysia

*hanani12@uitm.edu.my (*corresponding author)

The phrase “don’t judge a book by its cover” is often used to emphasise that appearances should not determine how we evaluate others. However, people frequently form impressions based on outward appearances, particularly in professional settings. The way individuals dress is often perceived as a reflection of their personality, competence, and suitability for a given role or responsibility. Therefore, in positions that require trust of the public or others, what one wears can affect impressions. What an employee chooses to wear can make a lasting impression and influence the way they behave, interact with others, and perform at work. Therefore, even with skills and abilities, appearance can still send a strong non-verbal message at work.

Besides making sure your work is impressive, nowadays, being perceived as reliable, professional, and reputable is emphasised in the workplace. Moreover, clothing is linked with psychology as well as the world of looks and dress codes. Enclothed cognition examines how clothing can change our thoughts, feelings, and actions (Adam & Galinsky, 2012). When trying to boost productivity, motivation, and morale in their teams, organisations worldwide can benefit by analysing the psychological effects of professional dress.



The current research suggests that the clothing we wear influences the attention we give to ourselves, how we perceive ourselves and our behaviour. Putting on a lab coat, for example, improves the ability to pay attention to something specific, even though for some individuals it may decrease their skill at solving insight-based problems (Van Stockum & DeCaro, 2014). Researchers have identified connections between clothes worn at work and feelings of self-esteem as well as goal-seeking habits (Kim et al., 2023). There is evidence that wearing a uniform affects how police officers perceive themselves and behave (Andrews, 2023), while formal attire enhances self-confidence among people, influencing proactive behaviour (Liu, 2025).

For police officers, the uniform may activate internalised schemas related to discipline, vigilance, and responsibility, thereby influencing their conduct, decision-making, and interactions with the public. In the Malaysian setting, where community-based policing and public image are increasingly emphasised, understanding how uniforms psychologically impact officers could offer valuable insights into performance, morale, and ethical conduct.



Aviation is an industry where uniforms or clothes are very significant as they hold a symbolic meaning and may affect the image of the company.



For the cabin crew, uniforms are designed to be beneficial, pleasing to the eye, and represent the company's values, which influence their behaviour and expectations. This theory states that wearing certain clothes may influence people to adopt the appropriate psychological characteristics, therefore improving their performance (Adam & Galinsky, 2012).

In Malaysia, the uniforms of cabin crews on a national airline like Malaysia Airlines show dedication, friendliness, discipline, and respect for the local culture. Connecting symbols to important terms may help staff calm their moods, focus on details, and care more about customers, which are all useful in air travel. Furthermore, when wearing outfits, individuals can boost their confidence and how they act in social situations, which are particularly relevant to the emotionally demanding context of in-flight service (Kim et al., 2023).

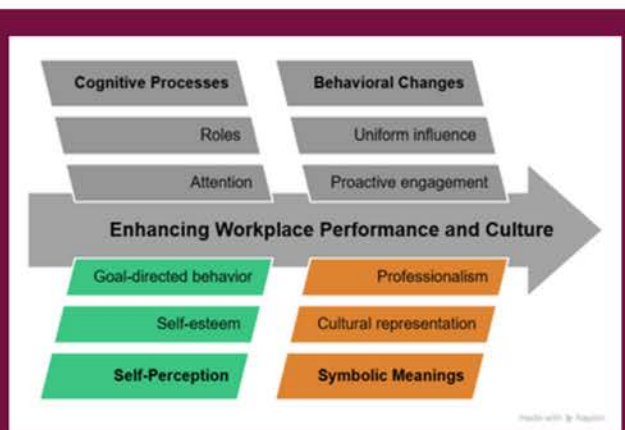


Figure 1: Psychological Impact of Professional Attire

Although research suggests that clothes can occasionally influence job performance, the study of enclothed cognition faces some challenges. There is a lack of agreement about the consistency and applicability of old findings in various cultural and occupational situations, according to recent meta-analyses (Horton et al., 2025). Given these concerns, better research in different contexts is important to explain how clothes affect both our mental and social behaviours at work. Essentially, enclothed cognition helps us see how clothing can influence our minds and the way we act at our jobs.

People can improve their attention, feel differently about themselves, and adapt to the roles expected of them by using the cognitive schemas related to the meaning of their clothing symbols. This is most important for careers with strong visual and service roles, such as cabin crew and police officers in Malaysia.

Despite growing interest in the field, more empirical research is needed to explore how cultural and contextual factors shape the effects of enclothed cognition across different occupational settings. Understanding these dynamics not only contributes to psychological theory but also informs practical strategies in employee training, uniform design, and organisational branding.

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Biodata of author

Hanani Hussin is a passionate scholar and educator whose work bridges the fields of Office Systems and Business Management. With a master's degree in office systems management from Universiti Teknologi MARA (UiTM), Malaysia, Hanani brings both academic depth and practical insight to her research. She is currently working as a senior lecturer at the Faculty of Business and Management, UiTM Kedah Branch.

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