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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

THE DOCTRINE OF ALLUREMENT: LEGAL PROTECTIONS FOR CHILDREN IN TORT LAW

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Introduction

Children are naturally inquisitive and readily seduced by appealing or hazardous items, settings, or circumstances that could cause them severe harm. In tort law, the doctrine of allurement is crucial, especially when it comes to premises liability proceedings. This doctrine, which has its roots in the idea that property owners have an increased duty of care to children, makes people legally liable if they establish or maintain circumstances that could lead children into danger.

The foundation of the doctrine lies in the idea that children are inherently drawn to objects that are bright, distinctive, or fascinating without fully understanding the risks associated. They lack the wisdom and discernment necessary to make wise safety judgements, in contrast to adults. In order to safeguard children, common law systems have created exceptions to the general laws pertaining to trespassing and duty of care, especially in countries like Malaysia and the United Kingdom.

The doctrine of allurement has changed over time, reflecting the courts' growing willingness to impose obligations on occupiers to anticipate and mitigate risks posed to children. It was historically influenced by seminal cases like *Glasgow Corporation v. Taylor and Cooke v. Midland Great Western Railway of Ireland*. The concept offers a sophisticated framework for figuring out when a responsibility arises and how far it extends, and it is frequently studied in conjunction with occupiers' liability and negligence principles in contemporary legal contexts.



Legal frameworks in Malaysia

Protecting children from predictable injury is a fundamental legal concern in Malaysian tort law, especially when it comes to dangerous situations that can pique their natural curiosity. A legal principle known as the doctrine of allurement acknowledges the special vulnerabilities of children and places a greater responsibility of care on occupiers or property owners who keep their spaces in a way that could tempt them into risky situations. This theory is grounded on the knowledge that children frequently lack the maturity and judgement necessary to recognise or steer clear of hazards that an adult would be able to see.

The doctrine of allurement has been recognised and applied through judicial interpretation, especially under the Occupiers' Liability Act 1957 (UK), which has persuasive influence in Malaysia, and through the common law principles preserved by virtue of the Civil Law Act 1956, despite not being specifically codified under Malaysian statutes. In cases involving carelessness, Malaysian courts have shown a readiness to apply common law principles, especially when children or other vulnerable groups are involved.

Furthermore, the Child Act 2001, which contains the principles of the Convention on the Rights of the Child (CRC), is one example of how Malaysia's commitment to child protection is represented in broader statutory and policy frameworks in addition to its common law roots. Despite its primary focus on criminal and welfare issues, this law upholds the general obligation of society, including property owners, to prioritise children's safety and best interests.

According to this principle, if it can be shown that the premises contained anything particularly enticing and hazardous that could reasonably be expected to attract children, the occupier may still owe a duty of care, even if the children accessed the property without permission, thus technically rendering them trespassers.

In practical terms, this could include an open swimming pool, an abandoned structure, or exposed electrical equipment within children's reach. The doctrine's primary question is whether a reasonable person in the position of the occupier could have anticipated that children would be drawn to and damaged by such conditions.

Conclusion

A key component of tort law that helps protect children from harm is the doctrine of allurement, which is particularly relevant when children are attracted to potentially harmful locations or items. Despite the fact that this doctrine is not codified in law, Malaysian courts continue to apply it using common law principles that were carried over from the United Kingdom. As long as the threat was something that would probably draw them in, this permits children to be safeguarded even if they enter someone's property without authorisation (trespasser).

Biodata of authors

Sarirah Che Rose is a senior law lecturer at UiTM Cawangan Kedah. She obtained her Bachelor of Laws (LL.B Hons) from the Universiti Kebangsaan Malaysia (UKM) in 1995. Then, in 1996 she completed her Master of Comparative Laws (MCL) at the International Islamic University Malaysia (IIUM) and was admitted as an Advocate and Solicitor of the High Court of Malaya. Her area of interest includes child & women law and commercial law.

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