



RMU 4U

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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

DIGITAL LITERACY AS A CORE COMPETENCY IN THE FIFTH INDUSTRIAL REVOLUTION

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The world is entering the Fifth Industrial Revolution, a new era where advanced technologies like artificial intelligence, robotics, and the Internet of Things work alongside human values such as empathy, creativity, and ethics. Unlike past industrial revolutions focused mainly on machines and automation, this one aims to create a more human centred and sustainable future. In today's evolving world, digital literacy is more essential than ever. It goes beyond simply using devices like computers it involves a deeper understanding of how digital tools function, thinking critically about information, and using technology in safe and responsible ways. In this new age, digital literacy is even more important since people need to work with advanced digital systems, look at complicated data, and work together in virtual environment.

Proficiency in digital literacy is currently a very important means for people to fully participate in the digital world, which affects their chances of social inclusion, economic advancement, and access to crucial services (Mejías-Acosta et al., 2024). As societies become more digital, it is more important than ever to be able to use digital technology. This shows how important it is to include digital literacy in education framework (Reddy et al., 2023). The rapid advancement of technology has accentuated the necessity for digital literacy among students, who must possess the skills to critically evaluate digital resources and generate valuable insights (Baterna et al., 2020). Education must integrate digital literacy into the curriculum to equip students with the competencies required for success in the digital era, since these skills enable students to harness digital tools for learning, communication, and problem-solving, fostering innovation and creativity (Reddy et al., 2023).

Digital literacy is an essential competency, enabling individuals to engage with technology effectively and responsibly, which is crucial for navigating the complexities of Industry 5.0 (Antoniuk & Zasiadivko, 2023; Joseph & Khan, 2020). As technology becomes more a part of daily life, digital literacy gives people the ability to judge digital tools, think critically, and interact well in digital environments, which helps them reach their personal, academic, and career goals (Jin et al., 2020; Lin et al., 2024).



However, fostering digital literacy remains challenging due to unequal access to technology, limited teacher training, and the fast-paced development of new digital platforms and tools. Promoting digital literacy comes with several challenges. Unequal access to technology, known as the digital divide, prevents many people especially in rural or low-income areas. Many educators also lack the training needed to teach digital literacy effectively. The rapid pace of technological change makes it difficult for individuals and institutions to stay current. Cultural and language barriers, along with the growing spread of online misinformation and safety concerns, further complicate efforts.

Addressing these challenges is essential to ensure that all individuals could develop the digital skills necessary to succeed in the modern world (Sáez et al., 2020). Digital literacy encompasses a multifaceted skill set, extending beyond basic computer usage to include the capacity to navigate digital environments, critically evaluate online information, and ethically create and share digital content (Liu et al., 2025). It is essential to recognize that digital literacy is not merely an add-on skill but a fundamental competency that underpins effective participation in today's digital society (Elkiran, 2021).

In conclusion, during the Fifth Industrial Revolution, where humans and technology collaborate closely, digital literacy is a crucial competency. It means more than just using devices, it involves understanding how technology works, using it responsibly, and thinking carefully about online information. Digital literacy supports career success, lifelong learning, and helps individuals stay secure and engaged in the modern digital environment.

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