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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

NURTURING COMMUNICATION SKILLS: PREPARING YOUTH FOR THE HUMAN- CENTRIC DEMANDS OF IR 5.0

***Nor Asni Syahriza Abu Hassan, Nur Syazwanie Mansor & Rafidah Amat**

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A late-night message from a student appears on your phone with no greeting, no introduction, and a blunt question that reads more like a command. This situation, familiar to many educators, highlights a growing concern about the decline in students' communication etiquette. However, this issue is not merely a generational flaw. Generation Z, comprising individuals born between 1997 and 2012, are digital natives shaped by an environment dominated by instant messaging, social media, and short-form content. While their proficiency in digital communication is an asset, it often comes at the cost of essential interpersonal skills.

Research indicates that excessive dependence on digital platforms can reduce essential interpersonal skills, including empathy, active listening, and the ability to express ideas with nuance (Subramanian & Mohan, 2022; Twenge, 2017). Online communication often relies on emojis, abbreviations, and limited context, which tend to be inadequate in academic and professional environments where tone and clarity are crucial (Nguyen, 2021; McLaughlin & Whitty, 2021). This shift has contributed to a growing skills gap. While Generation Z is technologically proficient, many still encounter difficulties with verbal expression, emotional awareness, and respectful communication. These abilities are becoming increasingly critical in the context of the human-centered demands of Industrial Revolution 5.0.



Industrial Revolution 5.0 marks a transition toward human-machine collaboration in which soft skills such as empathy, ethics, and creativity are considered equally important as technical proficiency. Communication is no longer a secondary attribute; it has become a core component of employability and civic participation (World Economic Forum, 2023; Goetsch, 2019). Employers now prioritize individuals who can clearly articulate ideas, engage with diverse perspectives, and collaborate effectively across both digital and cultural contexts. However, these competencies cannot be fully developed through traditional, exam-focused educational approaches.



Educational practices must undergo meaningful transformation. Assessment should prioritize performance-based tasks such as communication portfolios, multimedia presentations, and collaborative projects that closely simulate real-world interactions. Instructional techniques including role-playing, peer review, and reflective journaling contribute to the development of both linguistic proficiency and emotional intelligence (Thibaut et al., 2022; Van Laar et al., 2017). Additionally, community-based learning enhances students' capacity to express and regulate emotions within authentic social and professional contexts (Bridgstock, 2009; Deneen & Boud, 2014).

When applied thoughtfully, technology can play a supportive role in this educational transformation. Digital tools such as ChatGPT and Grammarly assist in developing writing skills, while video response platforms and feedback applications provide opportunities for asynchronous speaking practice. However, digital fluency must be accompanied by critical awareness. Students should be guided to revise AI-generated content with careful attention to tone, audience, and context. These skills are essential to ensure that technology enhances rather than replaces human judgment (Luckin, 2018; Selwyn, 2019).

Language educators are well-positioned to lead this shift. As facilitators of communication, they can design tasks that simulate workplace challenges, encourage digital ethics, and nurture intercultural understanding. However, to do so effectively, they too need continuous training in digital pedagogy and AI integration.

In a world where machines are increasingly capable of performing routine tasks, human communication continues to serve as a key differentiator. To meet the complex demands of Industrial Revolution 5.0, there is an urgent need to reimagine education by placing empathy, clarity, and collaboration at the center of curricular design. Future research should investigate how the integration of communication training and artificial intelligence tools can equip students not only to adapt to technological change but also to lead within this rapidly evolving landscape.



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