



RMU 4U

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Research Management Unit
Universiti Teknologi MARA Cawangan Kedah

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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

RECOGNIZING GOOD AND BAD INFORMATION IN THE DIGITAL AGE

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In today's information-driven world, distinguishing between good and poor information is crucial for effective decision-making and problem-solving, which are key to success. Good and reliable information must be based on accurate data and expert knowledge. Conversely, poor information can lead to misunderstandings, misjudgments, and negative outcomes. The quality of information is essential for organizational survival and competitiveness, which has led to extensive research in recent years (Calazans, 2008).

Good information must possess several key characteristics. First, it must be relevant to the task at hand. For example, if a business is researching market trends for electric vehicles, information about gasoline prices would be less relevant than data on electric vehicle sales and consumer preferences. Second, information must be accurate and complete. Accurate information should be supported by evidence. For instance, a scientific study reporting the effects of a new drug must provide precise data, including sample sizes, statistically significant results, and references to peer-reviewed sources.

Third, good information should be current and reflect the present state of knowledge and events. Outdated data may no longer be applicable. In addition, information must be concise, meaning it should be easy to comprehend and useful to the intended users. Finally, good information helps reduce uncertainty by clarifying unknowns about a situation or entity, thereby meeting user requirements. Previous literature supports the notion that good information is defined by attributes that enhance its utility and trustworthiness, making it a valuable asset for decision-making and knowledge acquisition (Wang & Yan, 2022). These attributes include relevance, accuracy, and timeliness (Steffler, 2016).



Qualities of Good Information



Made with Napkin

In contrast, poor information lacks these critical qualities. It may be irrelevant, inaccurate, incomplete, or outdated—making it unreliable and potentially misleading (Calazans, 2022). The widespread availability of poor information today makes it more challenging to assess the reliability of sources (Harris, 2011). Therefore, recognizing the characteristics of poor information is essential, as it can lead to poor decision-making and negative consequences for both individuals and organizations.

Irrelevant information is considered poor when it is outdated or unrelated to the topic at hand. Such information can hinder effective decision-making. Additionally, overly voluminous information that overwhelms users can also be regarded as poor, since quality is more important than quantity. Unclear information—ambiguous, vague, or open to multiple interpretations—can create confusion and lead to misunderstandings. Finally, information that lacks context or sufficient background may fail to convey a complete understanding of an issue, thus weakening its usefulness.

Poor quality of information



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In conclusion, recognizing the difference between good and poor information is a vital aspect of digital literacy that supports informed decision-making, academic integrity, and responsible citizenship. As technology continues to evolve, it is increasingly important to foster these skills through education, policy, and public awareness. To navigate the modern information landscape effectively, individuals must develop strong abilities in source evaluation, fact-checking, and digital judgment.

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