



# RMU 4U

**Volume 4 (2025)**

**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



# COFFEE, CONVERSATIONS AND CONNECTIONS: HOW THIRD PLACES ENRICH SINGLE LIVES

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In a world dominated by home and work, third places or informal public spaces like coffee shops, parks, and libraries, offer single individuals dynamic opportunities for social connection.



These neutral, welcoming environments spark casual conversations, foster meaningful relationships, and develop a sense of belonging.

For those without built-in social networks, third places reduce loneliness, support emotional well-being, and encourage diverse social ties, all without the need for an app.

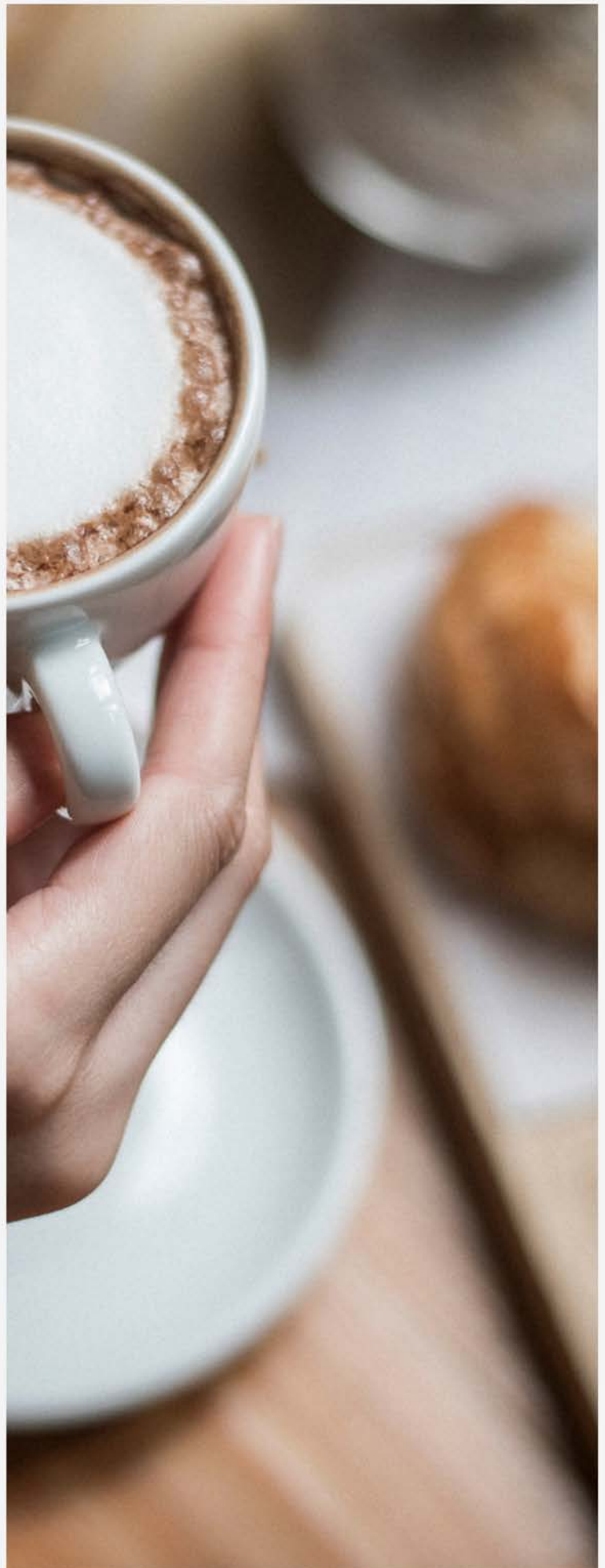
Third places possess several defining characteristics that make them especially valuable for single individuals seeking social connection and a sense of belonging. These spaces, such as cafes, parks, and community gardens, are neutral, accessible, and designed to encourage informal interaction. These spaces help individuals form social ties and support networks outside of home and work (Mehta, 2024).

Features like comfortable seating, personalisation, and open layouts enhance their appeal, encouraging repeat visits (Joo, 2020). By regularly visits the third places, it can significantly enhance mental health by providing a sense of place and belonging. Whether commercial spaces like coffee shops or free spaces like public libraries, these spaces cater to diverse socioeconomic backgrounds (Rhubart et al., 2023). Most importantly, they combat loneliness by providing supportive environments where singles can forge meaningful connections (Finlay et al., 2019).



Thoughtful design plays a crucial role in making third places inviting. Personalisation and recognisability create familiarity, encouraging regular visits (Farahani & Beynon, 2019). Permeability such as easy street access, promotes spontaneous drop-ins, while sheltered, comfortable seating ensures year-round usability (Jing et al., 2024). Natural elements like greenery and soft lighting enhance relaxation, appealing to those seeking calm (Cheng & Marzuki, 2023). Psychological comfort is equally important. Safe, flexible layouts accommodate both solitude and interaction (Jing et al., 2024). Multi-functional spaces, such as cafes hosting book clubs or libraries with community events, further enrich engagement (Widjaja et al., 2024). Third places provide a sense of place and belonging as the places enhance the feeling of being part of a community.

Third places significantly enhance well-being by fostering belonging and resilience. Regular social interaction in these spaces helps singles build informal support networks, countering isolation (Mehta, 2024). Studies link such engagement to improved mental health, including stress relief and emotional regulation (Xu et al., 2025). Accessibility is the key. Walkable locations, universal design, and inclusive programming ensure third places serve different singles effectively (Itair et al., 2023). While digital interactions offer some connection, they lack the depth of face-to-face contact, highlighting the irreplaceable role of physical third places (Mehta, 2024).



Third places enrich single lives by providing spaces for connection, relaxation, and community beyond home and work. Through thoughtful design elements such as accessibility, comfort, personalization, and natural features, these environments create inclusive and engaging atmospheres where singles can interact, relax, and build meaningful relationships. By reducing loneliness, encouraging civic participation, and promoting mental health, third places serve as essential components of healthy urban and social life. Ensuring these spaces are welcoming, multi-functional, and equitably accessible allows them to fulfill their potential as supportive hubs for single people, enhancing both individual and collective well-being.

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