



# 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

# BUILDING HABITS FOR A SUCCESSFUL RESEARCH JOURNEY

\*Nurul Hayani Abd Rahman & Zuraidah Mohamed Isa

Faculty of Business and Management, Universiti Teknologi MARA, Cawangan Kedah, Kampus Sungai Petani, Kedah, Malaysia

\*[lailahusna@uitm.edu.my](mailto:lailahusna@uitm.edu.my); [zuraidah588@uitm.edu.my](mailto:zuraidah588@uitm.edu.my) (\*corresponding author)



## Introduction

Effective research habits are central to scholarly growth and sustained academic productivity. While cognitive skills and technical knowledge are necessary for academic work (D'Angelo et al., 2017; Laajaj & Macours, 2017; Peng & Kievit, 2020), consistent research practices are key to maintaining and enhancing the quality and continuity of scholarly output (Ngo et al., 2023; Vieno et al., 2022). Regular engagement in research activities not only sustains technical and cognitive skills but also drives long-term academic success. This paper discusses recent educational research and academic literature to examine how researchers' habits can be cultivated and sustained within academic settings.

- **Time Management** - is a vital competency for academic researchers, influencing both productivity and the overall quality of scholarly work. Inefficient use of time often leads to missed deadlines, increased stress, and compromised research outcomes. According to Siresha and Kodali (2024), practices such as task prioritization, goal setting, and the use of planning tools, particularly time-blocking and structured daily routines, are positively associated with academic success.
- **Consistency** - Maintaining consistent, incremental progress is essential for sustaining research momentum and reducing the cognitive load associated with returning to paused tasks. Lee et al. (2023) found that structured daily research routines enhance productivity and lower mental fatigue, especially when these habits are reinforced by institutional support and peer-driven accountability.
- **Reading Widely** - Remaining up-to-date with developments in one's field is critical for generating original ideas and avoiding duplication. Engaging with a wide range of literature enables researchers to critically evaluate existing knowledge, recognize emerging trends, and identify research gaps. Wani and Hanim Ismail (2024) emphasized that consistent reading habits substantially improve academic performance, particularly when supported by institutional efforts to cultivate a strong and early reading culture.
- **Note-taking** - Organized note-taking is integral to research efficiency, supporting effective information retrieval, synthesis, and writing. Weber (2024) stresses that note-taking should be viewed not as a passive task but as an active cognitive process. Methods such as summarizing, rewording, and concept mapping enable deeper engagement with the material, thereby enhancing understanding and promoting academic integrity through meaningful knowledge transformation.



## Conclusion

Effective research habits are not optional but essential practices that underpin sustained academic success. Each habit contributes uniquely: time management promotes structured progress and minimizes stress, consistency fosters ongoing engagement, broad reading deepens intellectual perspective and uncovers research gaps, and systematic note-taking enhances comprehension and integration of knowledge. Sustaining these habits requires both individual discipline and institutional support.

Academic programs, supervisors, and research environments must intentionally cultivate conditions that reinforce these behaviors. In doing so, they enable researchers to move beyond routine output, contributing to scholarship with depth, rigor, and lasting impact. Looking ahead, future efforts should focus on embedding these habits into formal research training and mentoring programs. Universities and research institutions could develop structured modules or micro-credential courses that guide postgraduate students and early-career researchers in building and sustaining effective research habits. Peer support networks, writing circles, and habit-tracking tools can also be introduced to promote accountability and continuous improvement. Ultimately, fostering a culture of disciplined, reflective, and strategic research practice is vital not only for individual success but also for the advancement of knowledge and innovation in the academic community.

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## Biodata of authors

Nurul Hayani Abd Rahman is steadfastly dedicated to her role as an academic lecturer at Faculty of Business and Management, Universiti Teknologi MARA, Kedah Branch. She has made significant contributions to scholarly discourse through the authorship of numerous publications within the domains of entrepreneurship and human resource management.

Zuraidah Mohamed Isa is a Senior Lecturer at the Department of Finance, Faculty of Business and Management, Universiti Teknologi MARA (UiTM), Kedah Branch. She holds a PhD in Finance and Banking from Universiti Utara Malaysia, completed in 2018, with a focus on the impact of microcredit programs on participants' quality of life.



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