



# RMU 4U

**Volume 4 (2025)**

**Research Management Unit**  
Universiti Teknologi MARA Cawangan Kedah

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# Table of → Contents

05

Editorial Note

07

Business, Accounting  
& Financial

41

Law & Policy

58

IR 5.0

75

Literature & Culture

99

Designer's Thoughts



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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.

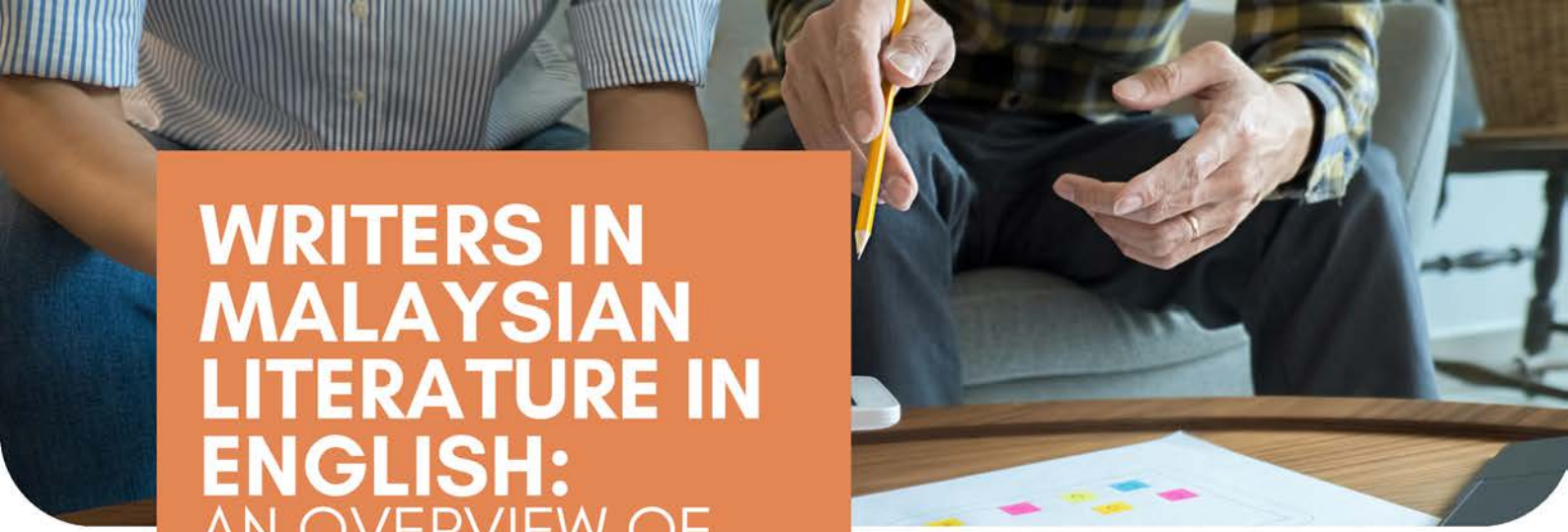
This section will be of particular interest to those who value the intersection of artistry, functionality, and human-centered solutions. Our IR 5.0 category brings together 6 pioneering papers examining the fusion of automation, artificial intelligence, and human capital development in the context of 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



# WRITERS IN MALAYSIAN LITERATURE IN ENGLISH: AN OVERVIEW OF THE FIRST AND SECOND GENERATIONS AND THE MALAY VOICES

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**Malaysian Literature in English (MLE)** has evolved through distinct generational phases, each reflecting the nation's socio-political transitions and cultural dynamics. While early narratives were principally shaped by non-Malay voices, Malay writers have also increasingly contributed to this literary tradition, offering nuanced viewpoints on identity, nationhood, and cultural hybridity.

## First Generation Writers: Establishing a Literary Voice

The initiation of Malaysian Literature in English can be traced back to the post-World War II era, predominantly with the establishment of the University of Malaya in Singapore in 1949. This institution became a vessel for early English-language literary activities in the region. The literary magazine *The New Cauldron* (1949-1960), produced by students at the university, marked one of the earliest collaborative efforts to encourage a Malaysian literary voice in English.

Some of the prominent figures of this pioneering generation include the ones listed below:

**Lloyd Fernando (1926–2008):** A crucial figure, Fernando's works, such as *Scorpion Orchid* (1976), delve into the complexities of multiculturalism and identity in postcolonial Malaysia.

**Lee Kok Liang (1927–1992):** His collection *Mutes in the Sun* (1964) is renowned for its nuanced portrayal of Malaysian society, portraying the tensions and aspirations of a nation in transition.

**Ee Tiang Hong (1933–1990):** Ee's works often reflect his disillusionment with Malaysia's political developments, leading to his ultimate emigration to Australia.

**Wong Phui Nam (1935–):** His poetry is noted for its introspective quality, investigating themes of exile, identity, and the human condition.

These writers struggled with the immediate post-independence realities, addressing issues of national identity, cultural plurality, and the persistent shadows of colonialism. Their works often echoed a sense of displacement and a pursuit for belonging in a swiftly changing socio-political landscape.



## Second Generation Writers: Diversifying Narratives and Themes

Emerging in the 1970s and 1980s, the second generation of Malaysian writers in English lengthened the thematic and stylistic horizons of the literary tradition. This cohort included:

**K. S. Maniam (1942–2020):** His novels, such as *The Return* (1981) and *In a Far Country* (1993), examine the Indian-Malaysian experience, digging into themes of displacement, cultural negotiation, and the search for identity.

**Shirley Geok-lin Lim (1944–):** Born in Malacca, Lim's works, including her memoir *Among the White Moon Faces* (1996), offer moving insights into gender, ethnicity, and diaspora, getting her international acclaim.

**Chuah Guat Eng (1943–):** Recognized as Malaysia's first English-language woman novelist, her novel *Echoes of Silence* (1994) intricately merges personal narratives with larger socio-political themes.

This generation's works are characterized by deeper contemplation, exploring personal and communal identities within Malaysia's evolving socio-political landscape. They navigated the complexities of a multicultural society, often addressing issues of marginalization, hybridity, and the tensions between tradition and modernity.

## The Presence of Malay Writers in the English Literary Tradition

The first Malay writer in MLE was Fadzilah Amin, the elder sister of another important MLE writer, Adibah Amin. Fadzilah Amin contributed to the pool of writings, starting with her poem *Dance*, which was published in *Lidra*, a student magazine. However, she did not write more than a few poems.

Later, Adibah Amin (born 1936), born Khalidah Adibah binti Amin in Johor Bahru, rose to fame as a contributor to MLE. She is a multifaceted Malaysian writer, columnist, teacher, translator, and actress.

Educated at the University of Malaya, Adibah began her career in education before transitioning to journalism, writing for the *New Straits Times* and later *The Star*. Her contributions have been recognized with numerous awards, including the S.E.A. Write Award (1983) and the National Translator Prize.

Muhammad Haji Salleh (born 1942) is a distinguished Malaysian poet, literary scholar, and translator. He began writing poetry in 1963 and gained eminence in the late 1960s. Educated in both Malaysia and abroad, he writes in both Bahasa Malaysia and English, often translating his own work between the two languages. Notable works include *Perjalanan Si Tenggang II* (1972), *Poems of the Outsider* (1973), and *Rowing Down Two Rivers* (2000). Muhammad has received numerous accolades, such as the ASEAN Literary Award and the National Literary Award (1991).

Salleh Ben Joned (1941–2020) was a Malaysian poet and writer known for his provocative and unconventional style. Born in Melaka, he studied English literature in Australia under the Colombo Plan and later taught at the University of Malaya. His bilingual poetry collection, *Sajak-Sajak Salleh - Poems Sacred and Profane* (1987), exemplifies his fearless approach to literature, often blending the sacred with the profane to challenge societal norms.



The trajectory of Malaysian Literature in English, from its nascent stages in the mid-20th century to its more diversified expressions in subsequent decades, mirrors the nation's journey through postcolonial challenges, cultural negotiations, and identity formations. The first generation laid the groundwork, confronting immediate post-independence realities, while the second generation expanded on these foundations. These writers have each played a pivotal role in shaping Malaysian Literature in English, bringing diverse perspectives and enriching the nation's literary tapestry.

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