



RMJ 4U

Volume 4 (2025)

Research Management Unit
Universiti Teknologi MARA Cawangan Kedah

Copyright@ is held by the owners/authors. The e-Bulletin RMU4U is published in its original version without editing the content. However, language editing and proofreading have been conducted by the language editor with permission from the authors.

The views, opinions, and technical recommendations expressed by the contributors are entirely their own and do not necessarily reflect the views of the editors, the faculty, or the university.

Editors : AZYYATI ANUAR (DR)
AZLYN AHMAD ZAWAWI (ASSOC PROF DR)

Language Editors : NUR SYAZWANIE MANSOR (DR)
BERLIAN NUR MORAT
NOR ASNI SYAHRIZA ABU HASSAN
SITI MUKHLISA MOHAMAD KHAIRUL ADILAH
NADIRA M. JAHAYA
FATIN RAHAINA AHMAD SANI
SYAKIRAH MOHAMMED
ROBEKHAH HARUN
MAS AIDA ABD RAHIM
NORLIZAWATI MD TAHIR
AZRUL SHAHIMY MOHD YUSOF
NOR ASLAH ADZMI
NUR HIDYATI ZOLHANI

Design Editors: JUAINI JAMALUDIN
SHAFILLA SUBRI (DR)

eISSN : 2805-47 5X

Published by : Universiti Teknologi MARA
08400 Merbok, Kedah Malaysia

Printed by : Perpustakaan Sultan Badlishah
Universiti Teknologi Mara Cawangan Kedah
08400 Merbok Kedah

e ISSN 2805- 47 5X



9772805 475 000

Table of → Contents

05

Editorial Note

07

Business, Accounting
& Financial

41

Law & Policy

58

IR 5.0

75

Literature & Culture

99

Designer's Thoughts



SECRETARIAT EDITORIAL RMU4U

Patron:

Prof. Dr Roshima Haji Said
Rector UiTM Cawangan Kedah

Advisory Boards:

**Assoc. Prof. Dr Mohd Rizaimy
Shaharudin**

Deputy Rector Division of
Research, Industrial Linkages,
Community & Alumni

Dr Junaida Ismail

Deputy Rector Academic Affairs

**Prof. Dr. Noor Zahirah Mohd
Sidek**

Secretary:

Noraini Awang

Editorial Technical Team:

Reza Irwan Othman
Mohammad Fikri Abdullah



**DR. AZYYATI
ANUAR**
Chief Editor



**ASSOC. PROF. DR.
AZLYN AHMAD
ZAWAWI**
Assistant
Editor-in-Chief



**DR. ROHAYATI
HUSSIN**
Managing Editor



**DR. MOHD FAIZAL
JAMALUDIN**
Managing Editor



**DR. NUR SYAZWANIE
MANSOR**
Managing Editor



**ASSOC. PROF. DR. TS.
ABD. LATIF ABDUL
RAHMAN**
Editor



**DR. AHMAD AFIF
AHMAROFI**
Editor



**AHMAD FAZLAN
AHMAD ZAMRI**
Editor



**DR. HAFIZAH BESAR
SA' AID**
Editor



**DR. NOOR SYAHIDAH
MOHAMAD AKHIR**
Editor



JUAINI JAMALUDIN
Graphic Designer



DR. SHAFILLA SUBRI
Graphic Designer



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



SUICIDAL THOUGHTS AND SCREEN ADDICTION: A WAKE-UP CALL FOR ALL PARENTS

***Nurliyana Abas, Azlyantiny Mohammad & Nur Syazana Mohd Nasir**

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

*liyana322@uitm.edu.my; azlyantiny@uitm.edu.my; nursyazana761@uitm.edu.my (*corresponding author)



One in two children aged 10-14 is already showing signs of screen addiction, and those who use screens the most compulsively exhibit up to three times the risk of having suicidal thoughts (Domoff et al., 2025 & Marsh, 2025).

Research on more than 4,300 children in the U.S. demonstrated disastrous connections between addictive use of digital devices and severe mental health dangers, such as depression, anxiety, aggression, and suicidal thoughts. This is not only about children spending too much time playing games or scrolling excessively; it is an increasing epidemic of health, one that most parents remain oblivious to until it is too late.

The use of screens among children has become predominant in Malaysia. A survey conducted by the Malaysian Communications and Multimedia Commission (MCMC) in 2023 has established that 92% of children between the ages of 5 and 17 use the internet daily. Even healthy screen time may become compulsive if it is not properly monitored, particularly in the post-pandemic world where online learning and digital entertainment have become the new normal. Parents in Malaysia must be aware of how screen addiction is built up and how the addiction can be prevented.



Recognizing the Signs of Addictive Screen Use

The problem of addictive screen use among children and adolescents can be represented with the usage of various behavioral and emotional patterns, which are much more widespread than the risk of the overuse of the Internet. These indicators are those presented in behavioral addiction, which is very similar to betting or drug addiction.



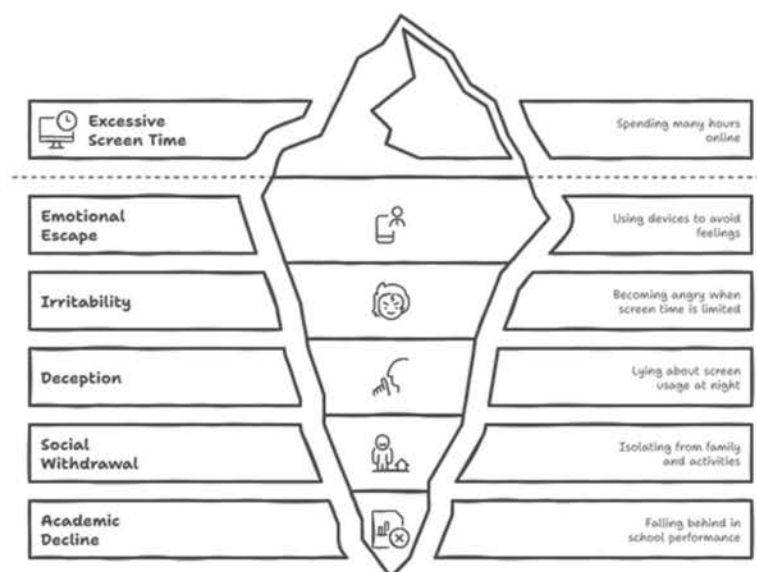
A study reported that the development of a compulsive use of mobile phones, video games, and social media demonstrates specific addiction patterns, and they are directly associated with psychological distress (Domoff et al., 2025).

Meanwhile, apart from detecting signs of excessive screen time, additional motives of emotional escapism, irritability, or lying acts are the other signs of screen dependency character that are far more significant. The inability to control emotions and signs of overuse are further irritability and anger at the time when the screen is restricted. Another common behavior that portrays loss of self-regulation is deception, for example, concealing the use of the screen, reporting playing less than was actually done, or use of gadgets in violation of nighttime sleeping.

In the long run, these habits can lead to social withdrawal, as the children lose the interaction with reality, family connection, and physical labor. Later on, a number of them also suffer academically as the screen time disrupts their sleeping patterns, concentration, and schoolwork. The practice of excessive screen dependence indicated in the Malaysian schooling setting has shown that a large number of teachers reported challenges among students connected to lack of focus in classrooms and lack of participation and social engagement, which are all related to screen overdependence (Anderson & Jiang, 2022).

Such tendencies are in line with the results in various countries and contribute to the idea that screen addiction is not geographically or culturally limited.

Addicted to Screens: The Danger We Don't See



Made with [By Zapier](#)

Figure 1.0: Addiction to Screens and the Danger We Don't See





Suicidal Ideation: The Stark Link

Children with the most addictive screen behavior were twice to thrice as likely to be suicidal. Such patterns prevailed despite adjusting the other risk factors such as age, gender, and pre-emotional problems (Domoff et al., 2025).

This discovery has to be a wake-up call to all parents. Not only do our children become distracted, but they also experience emotional overwhelm, loneliness, and even danger. In Malaysia, the youth mental health cases have been increasing over the years, and digital exposure could be one of the risks to be considered but still included in the national strategies.

Why Does It Happen?

Scholars have outlined several causes of the negative outcomes of excessive use of screens, psychological and design-related in nature, in Table 1.0.

Table 1.0 The Negative Outcomes of Excessive Use of Screens

Factors	Explanation
Endless Stimulation	The brain is always in a hyperarousal state with constant digital contact; the child has a hard time calming or managing emotions.
Social Media Pressure	Social media pressure promotes unfair comparisons, social anxieties, and the fear of missing out (FOMO), all of which can negatively impact a person's self-esteem and emotional stability.
Video Game Immersion	When games feature frequent violent incidents or require a high level of interaction, they can lead to increased frustration, irritability, and emotional numbness.
Addictive Algorithms	Such functions as the autoplay, endless feeds, and likes-based rewards are aimed at maximizing screen time and using impulsive tendencies.
Platform Design Manipulation	Platforms are designed to deliberately hijack attention to create engagement even at the cost of emotional and mental integrity of users (Anderson & Jiang, 2022).



What Parents Can Do

The role of parents is essential in helping resolve screen addiction. Figure 2.0 identifies steps that they can take at home. The best news: parents can have a significant impact. Here is how:

Final Thoughts

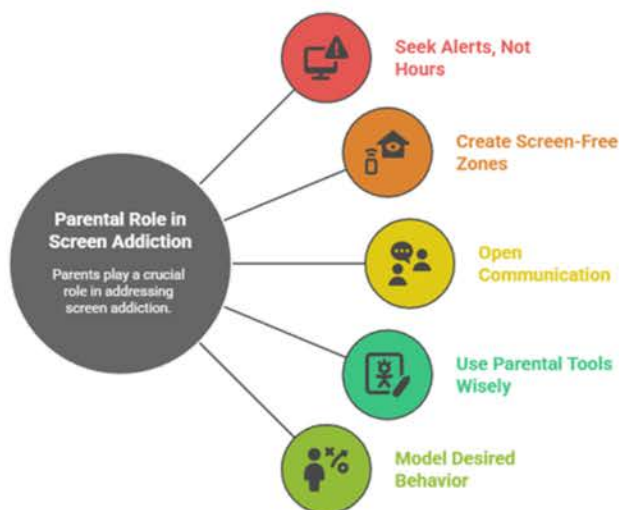
Screen addiction is not a buzz anymore; it is now a fact and a measurable menace to our mental health and our children. However, by increasing awareness, providing parental supervision, and moderating technology use, we can begin to repair the harm.

It is high time in the Malaysian context to stop the issue not only in the households but also through schools and other areas of the community and in policy discussions. Now we have to safeguard children as we do against physical harm; we have to guard their digital well-being. It is not a matter of banning technology but of learning mindfulness, developing resilience of emotions, and finding the balance amid a generation that might be deserted in tears behind the screens. It is time to stop it now before diversion becomes dejection, and custom becomes hurt.

References

- Anderson, M., & Jiang, J. (2022). Teens, social media and technology 2022. Pew Research Center. <https://www.pewresearch.org/internet/2022/08/10/teens-social-media-and-technology-2022/>
- Domoff, S. E., Berman, S. L., Bickham, D. S., & Strasburger, V. C. (2025). Addictive digital media use and suicidal ideation among adolescents. *JAMA Pediatrics*, 179(6), e240134. <https://doi.org/10.1001/jamapediatrics.2024.0134>
- Marsh, S. (2025, June 18). Teenagers who report addictive use of screens at greater risk of suicidal behaviour, study shows. *The Guardian*. <https://www.theguardian.com/society/2025/jun/18/teenagers-social-media-mobile-phones-video-games-mental-health>
- MCMC. (2023). Internet Users Survey 2023. Malaysian Communications and Multimedia Commission. <https://www.mcmc.gov.my>

Parental Guidance for Screen Addictions



Made with [By Napkin](#)

Figure 2.0: Actions Parents Can Take to Reduce Screen Addiction

Biodata of authors

Nurliyana Abas is a lecturer at the Faculty of Business Management, Universiti Teknologi MARA (UiTM) Kedah, which is under the Department of Management. She has experience in marketing, and she is enthusiastic about teaching and marketing research. Additionally, she has a Master of Business Administration (MBA) from Universiti Putra Malaysia (UPM).

Azlyantiny Mohammad is a senior lecturer at the Faculty of Business and Management, Universiti Teknologi MARA (UiTM) Kedah, under the Department of Management. She holds a Master's Degree in Office Systems Management and is experienced in business management. Her academic interests include teaching and research in office systems and management, where she remains committed to advancing knowledge and practice in the discipline.

Nur Syazana Mohd Nasir is a lecturer at Universiti Teknologi MARA (UiTM) Kedah with a Master of Science in Finance and a strong academic background in the said field. Her research interests focus on financial literacy and financial inclusion, areas in which she is dedicated to advancing knowledge through both teaching and scholarly work.



e ISSN 2805-475X



9772805475000

Volume 4 (2025)

RMU
e-Bulletin

Research Management Unit
Universiti Teknologi MARA Cawangan Kedah