



RMU 4U

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Research Management Unit
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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

THE RISE OF BOOKTOK & BOOKSTAGRAM: A TREND THAT COULD REINVIGORATE READING IN THE DIGITAL ERA

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Recent news regarding the reading trend among Malaysians revealed that Malaysians currently read 24 books per year. This has been revealed by National Unity Minister Datuk Aaron Ago Dagang (The Star, 2024) that the average number of books read by Malaysians has already increased from an average of two books in 2005 to 24 books in 2023. This is a high jump made by the Malaysian public since we used to worry about the low reading trend among Malaysians.

Reading is not just a mere hobby; but it is also a habit that comes with copious benefits. Reading literary materials or popular books does not really matter but what makes reading more elegant would be how it could possibly make us a better person. However, this article is meant to discuss what is trending among the readers these days; BookTok and Bookstagram and how these platforms are transforming the reading landscape today. These two platforms, alongside Youtube, have become the impetus for reading to become trendy again. Jack Edwards, Tom Wayling, Adannia, and Ben Mercer are some of the TikTokers and Bookstagrammers that are making their names through these platforms.



From providing some book recommendations, sharing ideas and opinions about books, synthesizing interesting points from books, and many more, they are making books popular once again through non-traditional platforms.





According to FluentSlang Website, a website that often discusses language use, BookTok is considered as a subcommunity of TikTok where young people usually share content about books.

This community often uses the hashtag #BookTok, which has quite a huge community of nearly 6 million followers. Thus, with the huge number of followers, they are able to influence and encourage young people on TikTok as well as on Instagram to read and share their opinions on books they have read. Even the National Literacy Trust has reported that 1 out of 2, which represents 51.5%, children or young people in the UK agreed that they enjoy reading. It shows that reading has once again become a trend due to the influences of social media, especially TikTok and Instagram.

It is also known that BookTok and Bookstagram (and perhaps Bookreads too) have boosted the ideal of reading and increased the sales of books or e-books.

Just to highlight a few examples: In the US, sales of print books have increased, regularly surpassing 700 million units annually, and 65% of individuals report that they have read a print book in the past 12 months (Statista.com, 2024), 35% of the world population in 2023 turned to reading as an impact of the post-Covid-19 era (scottmax.com, 2025) and a significant increase of 10.7% was found in Kindle ebook subscriptions, which was 272 million in revenue in 2023 as compared to 2021, as well as total book sales in the US have increased 7.3% in March 2025 as compared to the previous year (Whop Blog, 2025).



As TikTok and Instagram are making reading once again popular especially among the young generation, there is also a new discovery discovered through these platforms. The new generation, albeit their renewed interest in reading, prefers to hold a tab or even read from websites as compared to physical books. This is consistent with the findings made by Dayang Azimah (2021), where she found that 56% of students like to either read from their mobile phones or websites. As years go by, the advancement of technology also changes the way we interact with our surroundings.



Conclusion

Reading has always been one of many hobbies that human beings continue to do in our free time. Apart from just having reading as a pleasure activity, our daily lives are also confined to consuming and comprehending information that comes in vast quantities. With a number of good reasons to kickstart a reading habit, it seems that social media did fuel parts of the trend in making reading a cool hobby once again. Hopefully, over the next few years, reading will again continue to shine as books are not only valuable commodities to our minds but to our souls too.

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