



# RMU

**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

# TIMELESS TRADITION OF INDIAN SAREES



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India is known for its culture and heritage, and sarees play an important role in its fashion scene. Sarees come in a variety of styles, each representing the traditions of the place from which they originate. Whether it is exquisite silk sarees, complex chiffon sarees, or traditional Indian sarees, the options are limitless. Below are two broad categories of Indian sarees among the many.

## North Indian sarees

### Banarasi



Photo: Bawani Selvaraj

The Banarasi saree from Varanasi, Uttar Pradesh, is considered one of the most luxurious Indian sarees. It is weaved from gold and silver threads and has elaborate traditional motifs like flower and Mughal-inspired designs. This saree, known for its thick and heavy texture, is popular among brides representing wealth and tradition. Each piece is exclusive because of the meticulous craftsmanship.

### Chikankari

The Chikankari is a delicate and exquisite piece from Lucknow, Uttar Pradesh. Detailed embroidery with white threads on delicate materials like cotton or georgette is what sets it apart. This lightweight saree is excellent for summertime, providing comfort without sacrificing style. Chikankari's workmanship is unique and has been passed down through centuries in Lucknow, making it a highly valued traditional saree.



### **Tussar/Bhagalpuri**

Tussar, another name for Bhagalpuri silk sarees, are characterised by their unique designs and vibrant hues. Natural dyes are commonly used in the sarees, which are embellished with simple but exquisite motifs. Tussar sarees are lightweight and soft, making them suitable for both regular use and celebratory occasions. The high-quality silk fabric assures durability and a lovely drape, making it popular throughout India.

### **Pashmina**

The Pashmina made of delicate Himalayan goat wool, is a beautiful Indian saree from Jammu and Kashmir. These sarees, known for their warmth, are perfect for winter weddings and festivals. Pashmina wool's fine, silky feel is complemented with traditional Kashmiri embroidery, which includes flower and paisley designs. The craftsmanship required to create a Pashmina saree makes it an expensive addition to any wardrobe.

### **South Indian sarees**

#### **Kanjeevaram/Kanchipuram**



Photo: Bawani Selvaraj



Kanjeevaram saree from Tamil Nadu embodies grandeur and grace. These sarees, made from pure mulberry silk, are known for their rich texture, durability, and brilliant colours. Gold and silver embroidery, with traditional patterns like peacocks, temples, and flowers, are frequently used to embellish the borders and pallus. Kanjeevaram silk sarees are one of India's well-known and respected traditional silk sarees, as they are frequently worn during weddings and religious rituals.

### **Mysore silk**

Mysore silk saree is another iconic silk saree from Karnataka, recognised for its understated elegance. Woven from pure silk, these sarees are lightweight and often feature a minimalistic design with a rich golden border. The Mysore silk sarees' delicate texture and brilliant colours make them suitable for both formal and festive occasions. This saree is known for its durability, shine, and use of natural dyes, giving it a timeless look.

### **Kasavu**

The Kasavu saree, also known as Kerala saree, is commonly worn for festivals such as Onam. It is distinguished by its modest yet attractive white or off-white body and rich golden border. Originally made from pure cotton, modern Kasavu sarees may also incorporate silk and cotton fabrics. This saree represents purity and is a staple in every Malayali woman's wardrobe, often paired with traditional gold jewellery.



### **Pochampally/Ikkat**

The Pochampally saree of Telangana is characterised by its geometric patterns and vibrant hues. The unique feature of this saree lies in its weaving technique, where the warp and weft threads are tie-dyed before being woven into intricate patterns. These sarees are typically made from silk and cotton providing both comfort and luxury. A pochampally saree is highly popular for festive occasions and is often chosen for its distinct patterns and rich texture.

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