



RMJ 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



INDUSTRIAL DESIGN EDUCATION IN THE AGE OF AI: FRIEND OR FOE?



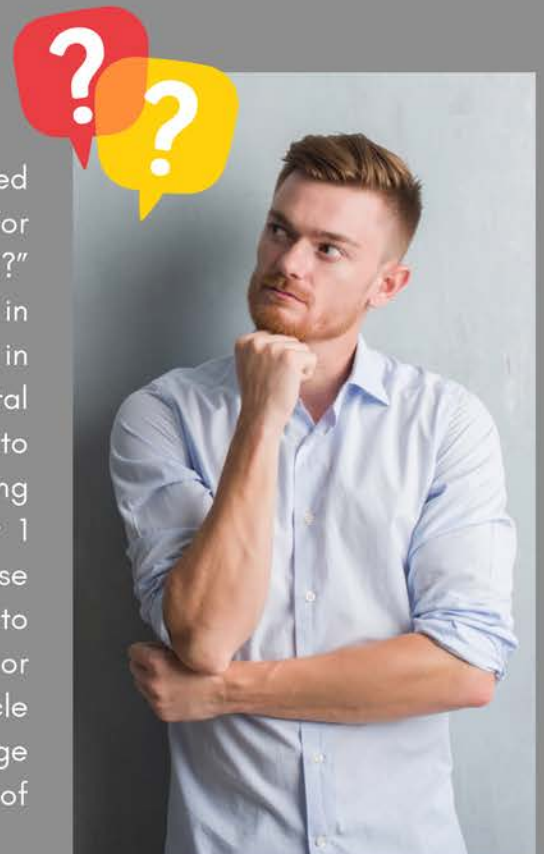
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Introduction: A Changing Design Landscape

The rise of generative Artificial Intelligence (AI) has motivated both excitement and concern in the creative industry. For design educators, the question is no longer “Should we use AI?” but rather, “How do we use it responsibly and meaningfully in the design process?” In my experience teaching Diploma in Industrial Design students, sketching remains a fundamental tool in developing ideas. In the recent semester, I decided to explore the space between tradition and technology. Using walkie-talkie concept sketches produced by my Semester 1 students, I generated AI-based visuals derived from those sketches. The goal was not to replace the student work, but to compare outcomes and reflect on how AI might support or interrupt the early stages of the design process. This article presents that experience and asks a timely question: In the age of generative AI, is technology a design ally or are we at risk of losing the human essence behind creative work?



Sketching: The Designer's Personal Process

Sketching has long been regarded as the designer's thinking tool. It is more than just a way to communicate ideas which is a cognitive process where thinking and doing happen simultaneously. In the early stages of design, especially in industrial design education, sketching allows students to externalize ideas, test possibilities, and refine intentions before producing any digital or physical model. For Semester 1 students, sketching is where design becomes tangible form, proportion, and function begin to take shape from imagination. When my students developed initial walkie-talkie ideas, their sketches reflected different user needs, hand ergonomics, and styling inspired by real personas. Some lines were rough, and proportions imperfect but their sketches were rich with exploration and character.

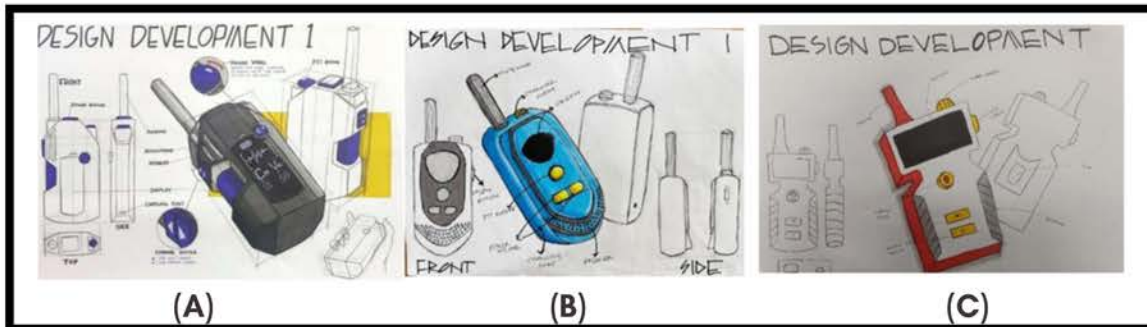


Figure 1: Students' original concept sketch of walkie-talkie design in (A), (B) and (C) (hand-drawn). (Source from Semester 1 Diploma in Industrial Design students, Faculty of Art & Design)

Generating AI Visuals: Speed vs Depth

Using the same student sketches, I generated AI visuals via image-to-image AI generative tools. The process was fast within minutes, in which I had fully colored concepts with polished materials, ambient lighting, and realistic perspectives. In one view, the AI visuals appeared "better" presentable, and suitable for quick feedback. However, these AI outputs were often superficial. While they captured the visual features of the walkie-talkies (such as button layout, color, or form language), they lacked the subtle design reasoning found in the students' sketches. The AI version prioritized surface quality over design logic. It was clear: AI renders what looks good, not necessarily what works well.



Figure 2: AI-generated visual based on the same student sketch to rendered output (Source from Semester 1 Diploma in Industrial Design students, Faculty of Art & Design)



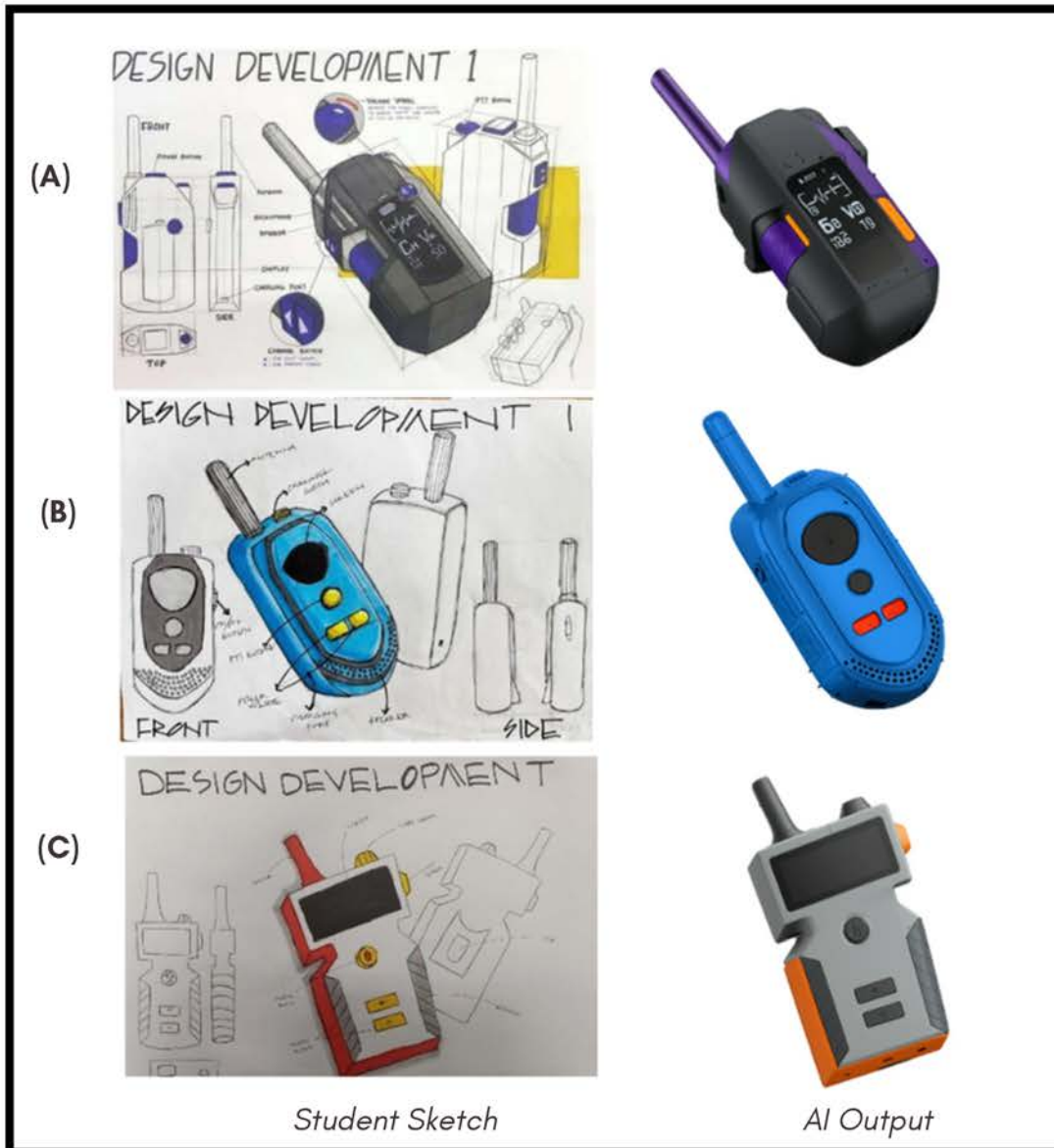


Figure 3: Side-by-side comparison: Student sketch (left) vs AI output (right)
 (Source from Semester 1 Diploma in Industrial Design students, Faculty of Art & Design)

Using AI in Design Education: A Balanced Approach

AI is not the enemy of design. It is a tool like markers, CAD software, or rendering programs. The value lies in how we use it. In my view, generative AI can be integrated in three ways:

- Visual Support in Early Ideation: Students can use AI to visualize shape variations or form inspirations based on their sketch.
- Critique Tool: AI-generated images can be compared with traditional sketches to evaluate strengths and weaknesses.
- Rendering Shortcut: AI can help quickly produce concept visuals for early-stage presentations, especially for students struggling with rendering skills.



However, educators must set clear boundaries: AI should not replace sketching, and should not be the first step in ideation. Students need to understand form, function, and user context before using generative tools. Technology will always evolve. But at its core, design is still about empathy, problem-solving, and storytelling. Generative AI may offer shortcuts, but it cannot replicate the depth of thinking and originality found in a student's sketchbook. As educators, our role is to guide students in using AI critically to understand its capabilities, but also its limitations. With proper guidance, AI can become a friend that supports creative thinking but not a foe that replaces it. The pencil is still powerful. But now, it works alongside the algorithm.



Biodata of author

Mohd Hamidi Adha Mohd Amin is an academic and practitioner in the field of Industrial Design Education, with a strong focus on product design, creative thinking, and three-dimensional model development. With 11+ year's experience spanning both academia and industry, he has played a pivotal role in nurturing emerging talent and advancing pedagogical practices within the discipline. His work is driven by a deep commitment to innovation, design excellence, and the continuous evolution of design education. Currently serving as a mentor and educator, Mohd Hamidi Adha is dedicated to cultivating the next generation of designers. He actively explores new methodologies and creative strategies to enrich the learning experience and expand the boundaries of industrial design practice.



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