



RMU 4U

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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



FROM STUDIO TO CLASSROOM: *TRANSLATING INDUSTRY EXPERIENCE INTO CREATIVE TEACHING*

***Qatrunnisa Shariff**

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Before I became a lecturer, I spent my days crafting stories behind some of Malaysia's most-loved animated characters. I worked at Animonsta Studios as a social media executive in the branding department, where I was surrounded by artists, writers, animators, and sound designers. It was a creative playground but also a place that taught me a lot about strategy, speed, and how creativity must often serve a bigger purpose.

Now that I'm teaching graphic design and animation, I constantly find myself reflecting on what I learned back then and how it helps me guide my students. In this piece, I'd like to share how those industry experiences shaped the way I teach students to express their creative thoughts more meaningfully.



What the Industry Taught Me

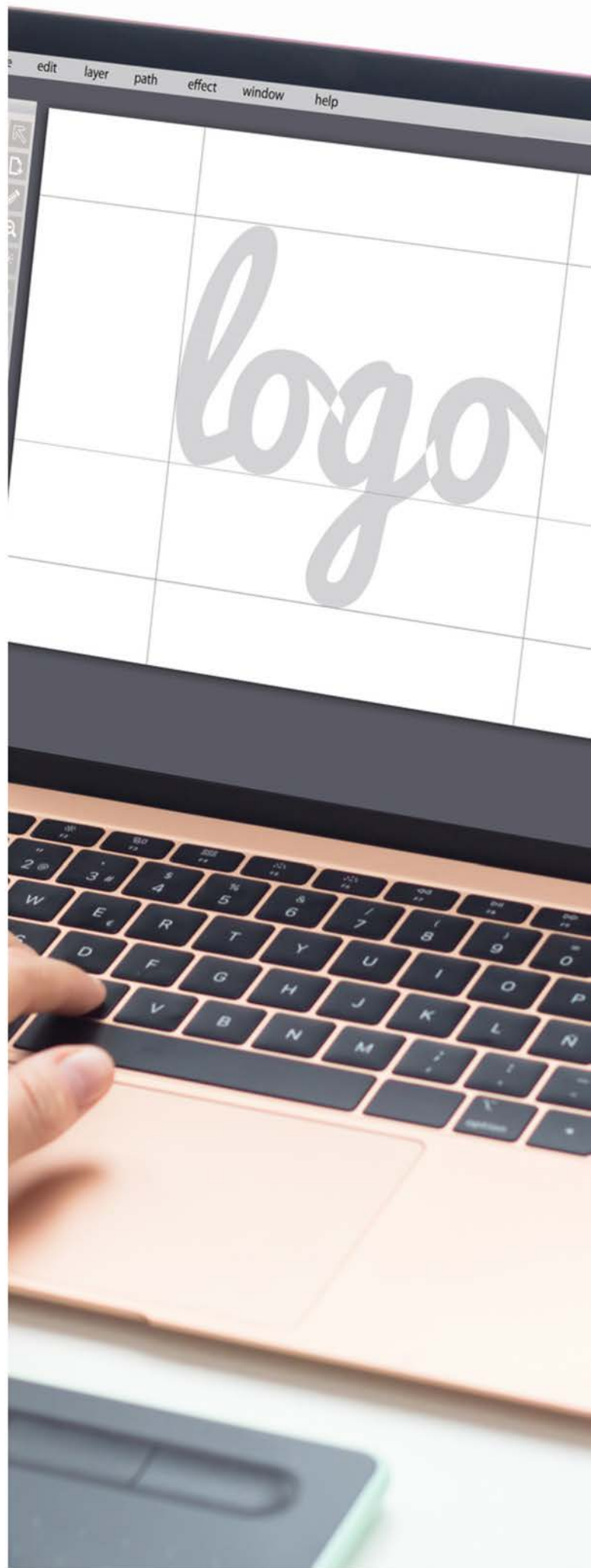
In the animation world, branding is more than a name or logo, it's about creating emotional connections. Everything we posted online or designed for merchandise needed to tell a story. When we created content for shows like BoBoiBoy, Papa Pipi, and Mechamoto, we always asked: who are we talking to? What do we want them to feel? How do we stay true to the character's personality?

Even though it was fast-paced and high-pressure, it taught me that creativity isn't just about what looks good. It's about what makes people feel something. That's something I bring into my classroom every day.

Bringing That Experience to My Students

Today, when I run a class on character design or storytelling, I tell my students that good visuals alone aren't enough. You need intention. You need to know who you're designing for, and why. We talk about how visuals can be powerful tools to share ideas, create empathy, and connect with people.

One of the ways I integrate my industry experience into teaching is through assignments like creating a television commercial (TVC). I often give them seemingly simple products like donuts, JUST a donut but challenge them to think deeply about who they are selling to and what story they are trying to tell. I remind them that their target audience will influence everything: from the color palette to the typography. Are you selling to children? Then maybe it's bold colors, playful fonts, and a cheerful narrative. A more premium brand? Then tone it down by using muted hues, minimal visuals, and a sophisticated tone. These creative decisions must be intentional, not random.



Mixing Experience with Education

While I don't run my class like a studio, I do try to bring in some elements: the brainstorming culture, the importance of feedback, and even mini pitch sessions. This makes the learning process more dynamic and relatable. I also introduce basic concepts from design thinking and branding models like Kapferer's Brand Identity Prism (Kapferer, 2012), but in a way that's easy to digest and apply.

At the heart of it all, I want students to see that creativity is a journey, not just a talent. It's okay to make mistakes, change directions, or start over. What matters is the intention and meaning behind your work. Teaching after working in the creative industry is like flipping the script. I used to help brands find their voice; now, I help students find theirs. And honestly, it's just as exciting.

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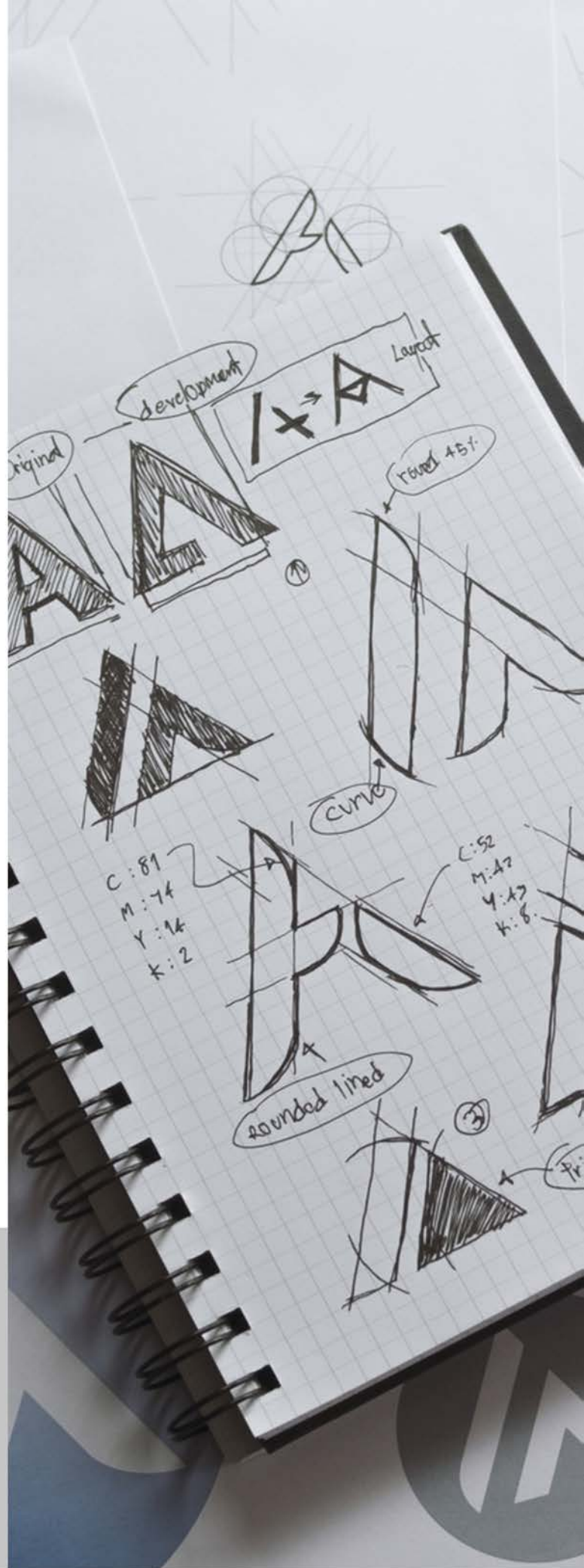
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Biodata of author

Qatrunnisa Shariff is a lecturer in Graphic Design department at Universiti Teknologi MARA (UiTM) Kedah. She brings with her industry experience from two of Malaysia's top five animation studios—Animonsta Studios and Digital Durian where she was involved in branding and social media for popular IPs such as BoBoiBoy, Papa Pipi, Mechamoto and Didi & Friends. Her teaching is shaped by real-world practice, focusing on how narrative, audience, and visual strategy work together in effective design. She now channels that insight into nurturing young creatives to think critically, design meaningfully, and express their ideas with purpose.



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