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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



SUSTAIN OR SKIP? MALAYSIAN STUDENTS' TAKE ON LOCAL FASHION

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Abstract

Malaysian university students from Generation Y and Generation Z are becoming more aware of the fashion industry's social and environmental effects, but they are also becoming more conflicted consumers. Encouraged by social media, cultural pride, and environmental education, interest in sustainable and local fashion is fuelled by awareness of labour exploitation, textile pollution, and climate change. In addition to supporting small, domestic brands that emphasise authenticity and moral behaviour, students are increasingly incorporating traditional textiles like batik and tenun into contemporary designs. Higher prices, restricted access outside of cities, misunderstandings regarding sustainability, and opinions about limited style, however, prevent broader adoption. Values are frequently overshadowed by financial limitations and the convenience of fast fashion. This article explores the motivators and barriers shaping Malaysian university students' attitudes, offering insights for stakeholders to foster a more sustainable fashion culture.



Introduction

Digitally literate and socially conscious, Malaysian university students are becoming more and more concerned with issues like ethical consumption, cultural identity, and climate change. They become aware of the labour and environmental costs of fast fashion through education, social media, and peer networks, which piques their interest in regional brands that incorporate traditional textiles into modern designs.

Campus sustainability campaigns and thrift culture are two initiatives that promote ethical fashion. Fast fashion is still preferred by many, though, because it is convenient and reasonably priced. The adoption of sustainable fashion is also hampered by misconceptions about its price and aesthetic. The purpose of this article is to encourage more responsible consumption by examining the cultural, economic, and digital elements that affect students' fashion choices.

Motivators for Supporting Sustainable and Local Fashion

As a result of sustainability education being incorporated into university curricula and active involvement in environmental clubs and green initiatives, Malaysian university students are growing more environmentally conscious. Their comprehension of the effects of the fashion industry is enhanced by exposure to compelling social media content that highlights the harsh realities of the waste industry, such as overflowing landfills and polluted textile regions.

Sustainable fashion is a significant way for students to support environmental preservation because of local climate issues like flash floods and haze associated with global warming, which add urgency. Selecting clothing that is made ethically is thought to be a useful way to lower individual carbon footprints and promote long-term ecological health.

Students who incorporate traditional Malaysian textiles like songket, batik, and tenun into modern fashion styles also feel a renewed sense of cultural pride. Local designers are reimagining these heritage fabrics, which were previously only used for formal events, into streetwear and casual clothing that appeals to young people who wish to express both their cultural identity and modernity. Government initiatives like "Buy Malaysian First" and occasions like Kuala Lumpur Fashion Week further promote support for regional companies that highlight Malaysian craftsmanship, highlighting the link between sustainable consumption, fashion, and national pride.

Barriers to Supporting Sustainable and Local Fashion

Despite their increased awareness of ethical issues, Malaysian university students frequently find sustainable fashion to be expensive because of its higher price points. Sustainable clothing costs more than fast fashion alternatives because of the increased expenses associated with ethical labour, eco-friendly materials, and small-scale production.

Sustainable fashion's wider adoption is constrained by the affordability and frequent new styles of fast fashion, which continue to appeal to students who are balancing high living and tuition costs. Students are also reluctant to incorporate sustainable and local fashion into their regular wardrobes because they are sometimes viewed as less fashionable or adaptable, with traditional styles like batik being thought of as out of date or only appropriate for special occasions.



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