



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

Visual Identity of Malaysia's 2024 Olympic Delegation

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The official kit for Malaysia's national contingent at the Paris 2024 Olympic Games drew widespread attention when it was unveiled on 23 June 2024. Designed by Yonex-Sunrise Malaysia, the attire featured a black-and-gold colour scheme and stylized tiger stripes intended to embody the nation's ambition for its first Olympic gold medal (SCMP, 28 June 2024).

Initial Design & Public Backlash

The debut was held at The Exchange TRX in Kuala Lumpur during Olympic Day. The designs—comprising tracksuits, polo shirts, and t-shirts—were immediately criticized as “cheap-looking,” “uninspiring,” and unbecoming the prestige of the Olympics (SCMP, 28 June 2024).



Figure 1: Paris 2024 Olympic Official Attire

Critics also expressed outrage over the logo: the Malaysian flag was rendered in gold instead of its official colours, which many saw as disrespectful (The Sun, 24 June 2024). The use of mannequins for the unveiling further inflamed dissatisfaction, with netizens questioning the presentation quality (Channel News Asia, 2 July 2024)



Decision to Redesign

Responding to mounting pressure, on 28 June 2024, the Olympic Council of Malaysia (OCM), after consulting stakeholders including the Ministry of Youth and Sports, National Sports Council, and fans, announced it would improve the design (SCMP, 28 June 2024). Chef de Mission Hamidin Mohamad Amin acknowledged the public outcry and supported the revision.

Revised “Fiercer” Design

On 2 July 2024, a redesigned kit was unveiled. The new version emphasized larger and more defined yellow tiger stripes on a black backdrop. The OCM logo was updated to include the proper red, blue, yellow, and white colours of the Jalur Gemilang rather than gold (MalayMail, 2 July 2024). OCM president Tan Sri Mohamad Norza Zakaria framed the redesign as better reflecting the “Tiger spirit”—a symbol of aggression, courage, and unity long associated with Malaysian sports since its introduction at the 2005 SEA Games (Channel News Asia, 2 July 2024).

Symbolism, Public Response & Identity Theory

Malaysia’s use of tiger stripes ties into national symbolism, drawing from the tiger as the country’s emblematic fauna and as a metaphor for strength and resilience (MalayMail, 2 July 2024; Channel News Asia, 2 July 2024). The initial reception illustrates how visual identity must resonate culturally and emotionally to be effective. The swift redesign demonstrated responsiveness to public sentiment and stakeholder feedback, reinforcing the importance of participatory design in national branding.

Reflection & Future Considerations

The controversy underscores the risks of top-down design decisions made under tight timelines and budget constraints (SinarDaily, 25 June 2024). Officials later suggested opening future designs to public participation or competition—a step toward inclusive branding (AFP via VnExpress, 28 June 2024). The episode also shows how visual branding carries symbolic weight: changes like restoring the proper flag colours and intensifying the tiger motif enhanced the design’s legitimacy and emotional impact.

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Biodata of author

Juaini Jamaludin is a dedicated researcher and writer, deeply committed to exploring Malaysia’s art and design. She holds a Master’s degree in Visual Art from Universiti Malaya and has a profound interest in art history, visual culture, graphic communication, multimedia, and comic research.



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