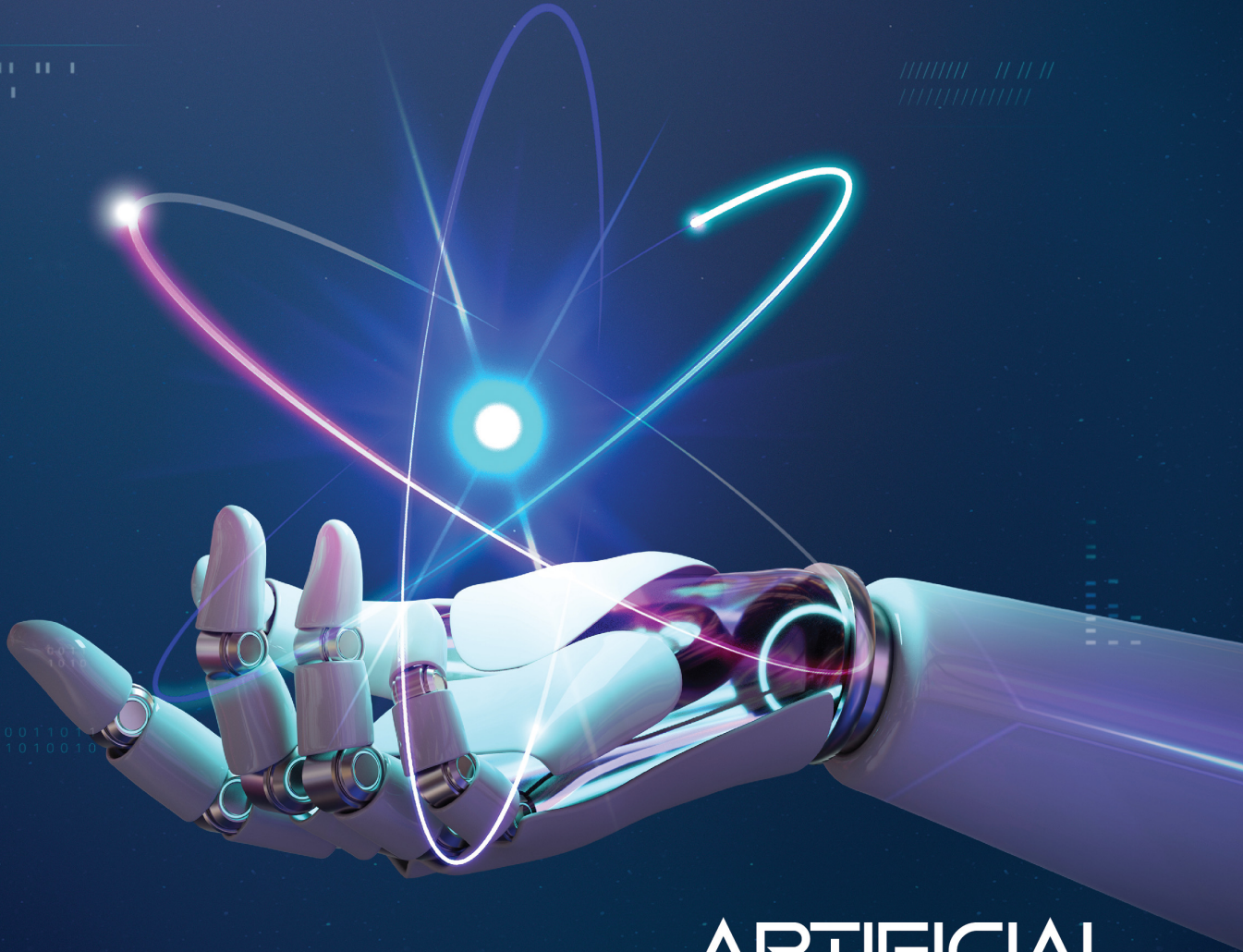


RISE

Catalysing Global Research Excellence



ARTIFICIAL
INTELLIGENCE (AI):
Embracing the Future

eISSN 2805-5683



RISE

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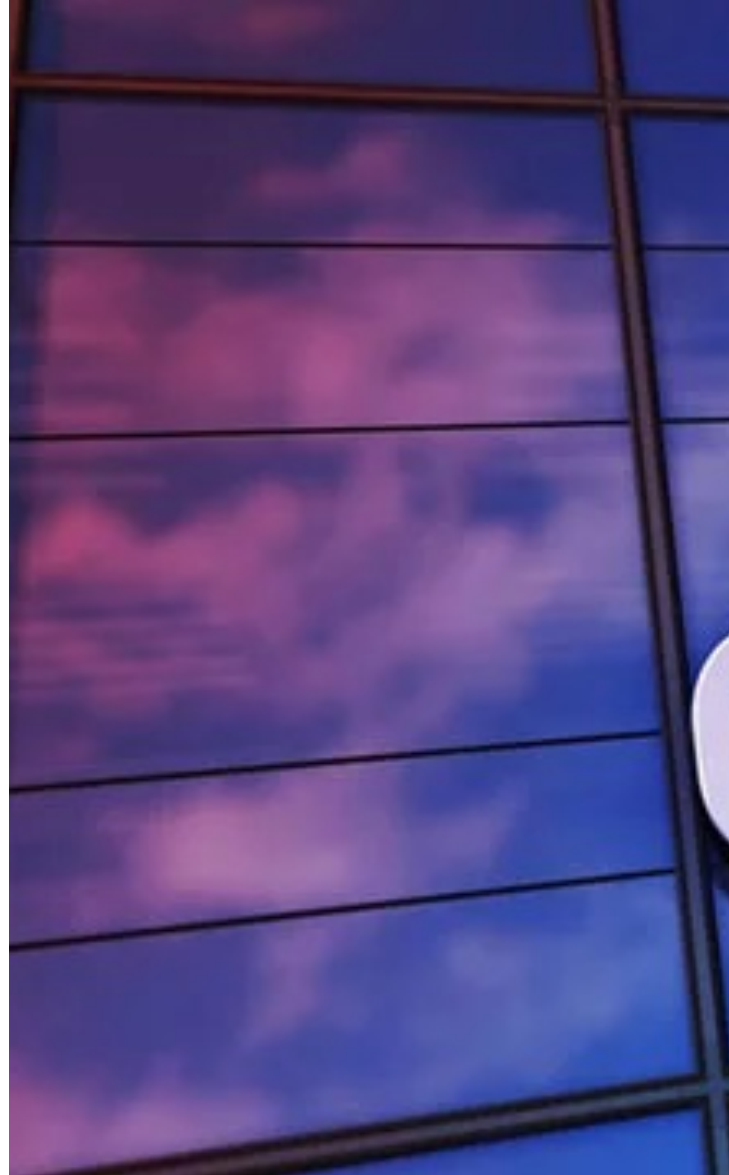
ABOUT THE MAGAZINE

RISE Magazine is published by Office of the Deputy Vice-Chancellor (Research and Innovation) with aims to highlight a research and innovation on multidisciplinary expert of fields in UiTM. It serves as a platform for researcher to showcase their high quality and impactful findings, activities and innovative solution through publication. Contribution of these ideas come from academicians, researchers, graduates and universities professionals who will enhance the visibility of research and stride to elevate Universiti Teknologi MARA to global standards. This is an effort to promote research as a culture that is accepted by all expertise.

ABOUT UiTM

Universiti Teknologi MARA (UiTM) is a public university based primarily in Shah Alam, Malaysia. It has grown into the largest institution of higher education in Malaysia as measured by physical infrastructure, faculty and staff, and student enrollment. UiTM is the largest public university in Malaysia with numerous campuses throughout all 13 states in Malaysia. There is a mixture of research, coursework and programmes offered to the students. The Office of the Deputy Vice-Chancellor (Research and Innovation) also known as PTNCPI (*Pejabat Timbalan Naib Canselor (Penyelidikan dan Inovasi)*) serves as a *Pusat Tanggungjawab* (PTJ) for navigating the research and innovation agenda of the university to achieve UiTM's goals. The PTNCPI office strives to mobilize faculty and campuses, fostering collaboration among researchers, with the aim of transforming the University into a Globally Renowned University by 2025

Unleashing the Power of AI Open Platforms to *Revolutionize Research Process*



Artificial Intelligence (AI) has emerged as one of the most transformative technologies in recent years, with ground-breaking innovations like OpenAI and ChatGPT taking things to a whole new level. Based on generative AI technology built on a large language model (LLM), it has already demonstrated promising results in various application areas, including content generation, natural language processing, virtual assistants, recommendation systems, and interactive media.

The rapid advancement of technology has led to an exponential increase in research outputs. There are potentials in changing the ways research are conducted, as there has been a recent surge in new AI-powered tools that could assist researchers in their works by helping them write, interpret, and analyse data. While some researchers are sceptical about the quality and originality of AI-generated texts, others welcome these tools as means to increase productivity while reducing the time and cost of manuscript production. These technologies have the potentials to significantly accelerate scientific discoveries and lead to breakthroughs by opening new avenues for scientific research. Another benefit of open AI platforms is



that they encourage collaboration and information sharing, allowing scientists to focus on solving complex problems and expanding knowledge in their field. These platforms enable academics to share data, models, and tools, leading to a vibrant community of scientists and practitioners working together to solve difficult problems. This allows new ideas to be developed, gaps in knowledge to be identified, and the boundaries of their respective professions to be pushed. Significant advances could be achieved in research and development, as well as new discoveries and advances that were not previously feasible.

Researchers can maximize the use of AI tools, ensure accurate interpretation of results, and drive innovation in their respective disciplines by combining domain-specific expertise with AI experience. Therefore, mastering the necessary skills and cultivating an open and growth mindset to continuous learning is essential to fully realize the potential of AI in research. As AI evolves, it is important to analyse the potential drawbacks, risks, and ethical implications of its use as well as ensure that these technologies are used in a fair and ethical manner. For example, it is important to ensure that AI tools are used responsibly and do not violate privacy rights. Researchers should prioritize transparency and openness to protect

society from potential harms. This requires an ongoing commitment to ethical standards and the continuous review and amendment of policies and practices to ensure the responsible use of AI.



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