

Volume 3 (2025)



RMU e-Bulletin



Research Management Unit
Universiti Teknologi MARA Cawangan Kedah

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eISSN : 2805-47 5X

Published by : Universiti Teknologi MARA
08400 Merbok, Kedah Malaysia

Printed by : Perpustakaan Sultan Badlishah
Universiti Teknologi Mara Cawangan Kedah
08400 Merbok Kedah



9772805 475 000

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Embracing New Horizons: A Fresh Start for 2025



As we stand at the threshold of a new year, I welcome you to RMU4U Third Edition (January 2025). The start of a new year symbolizes renewal, an opportunity to recalibrate our aspirations and refresh our collective commitment to academic excellence, research endeavours, and impactful scholarly contributions.

The year 2024 saw significant progress within our academic and research community. It was a testament to the passion, perseverance, and creativity of all members of the UiTM Kedah family. As we reflect on those accomplishments, let us also look ahead with determination to elevate our efforts in research, publication, and innovation. Let 2025 be the year we chart new pathways for discovery and collaboration, bringing our work to greater heights.

This year, I encourage all of us to reaffirm our scholarly goals by setting clear, measurable targets for research outputs, impactful writings, and knowledge sharing, aiming to contribute meaningfully to society both locally and globally. Let us strengthen research collaborations by building networks across disciplines, faculties, and institutions to foster cross-disciplinary solutions to real-world challenges. At the same time, we must focus on innovation by exploring new ideas, embracing digital tools, and pioneering creative solutions that align with global trends and local needs. Above all, let us support each other by sharing expertise, mentoring the next generation, and collaborating to overcome challenges, creating a thriving research ecosystem where everyone uplifts one another.

Let this be a year where we balance ambition with reflection, passion with purpose, and innovation with impact. The Research Management Unit (RMU) remains steadfast in supporting your research journey through resources, platforms, and opportunities for growth.

As we embark on this new chapter, I wish each of you the strength to pursue your aspirations and the resilience to overcome any obstacles. Together, let us make 2025 a year of breakthroughs, achievements, and shared successes.

Here's to a productive and inspiring year ahead.

Sincerely,

Prof. Dr. Roshima Said

Acting Rector, UiTM Kedah



A Message from the Chief Editor

Dear Readers,

I am pleased to announce the return of the RMU4U Bulletin with Volume 3, showcasing a diverse array of academic inquiries and professional perspectives across multiple themes. This edition continues our commitment to facilitating intellectual exchange and presenting research that engages with contemporary issues.

In this volume, the Law & Policy theme stands out with the highest number of contributions, featuring 14 papers that explore significant aspects of governance, justice, and societal well-being. These papers highlight the role of legal frameworks and policies in addressing current challenges and contributing to societal development.

Highlighted works include topics such as "Enhancing Access to Justice: The Role, Challenges, and Future of Small Claims Courts in Malaysia" and "Environmental Public Interest Litigation: Broadening Locus Standi to Safeguard Collective Interests," which examine the evolving landscape of legal rights and public interest. Additional discussions, such as "Alternative Dispute Resolution (ADR) in Islamic Banking and Finance in Malaysia" and "Balancing Nature and Faith: Protection and Conservation of Water Resources from the Perspective of Islamic Law," shed light on the interplay between ethics, faith, and law in addressing societal challenges.

In addition to the focus on Law & Policy, this issue covers a range of topics that contribute to understanding innovation and societal change. Articles such as "AI-Driven Recommendations in Mobile Shopping Apps, Podcasts, Animations & Gen Z: Revamping Organizational Behavior Learning, and The Role of Social Media in Shaping Islamic Entrepreneurship" explore the intersections of technology, education, and culture in today's world.

This edition represents the collaborative work of our contributors, whose insights and expertise have shaped the content of this bulletin. We encourage readers to engage with these ideas and consider their implications for further research and practical applications.

I would like to thank the authors, reviewers, and editorial team members who made RMU4U Bulletin Volume 3 possible. We hope this publication serves as a resource for understanding key issues and inspires further exploration.

Thank you for being part of this endeavor. Let us continue to learn and exchange ideas

Warm regards,

Dr Azyyati Anuar
Chief Editor, RMU4U E-Bulletin



CRACKING THE GEN Z CODE: MANAGEMENT STRATEGIES FOR SUCCESS

Image Source : Canva

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The most recent generation entering the labor sector is Generation Z, which includes those born between 1995 and 2012. They are also called Gen Z or Gen Zers, iGen, Digital Natives, and Homelanders. Employees from Gen Z offer a fresh perspective to the table, having grown up in a world defined by fast technological breakthroughs, social activism, and worldwide interconnection. Knowing the generation's beliefs, tastes, and work patterns is essential for managing them effectively. Let us examine the positive attributes of Gen Z employees, the potential challenges they may present, and the most effective strategies for managing them.



Figure 1: Strengths of Generation Z Employees

Challenges in Managing Generation Z Employees

High expectations for work-life balance

Work-life balance is highly valued by Generation Z employees, who commonly request flexible working hours, remote work opportunities, and mental health support. While these expectations can promote a healthier workplace, they may be difficult for organisations used to traditional, strict work systems (Gabrielova & Buchko, 2021).

Job hopping and a lack of loyalty

This generation is recognized for valuing personal development and possibilities over long-term commitment to single employment. As a result, organizations may face significant turnover rates, especially if employees believe their future potential is limited or see better opportunities elsewhere (Nabahani & Riyanto, 2020).

Preference for instant feedback

Gen Z thrives on consistent feedback and appreciation. They are accustomed to the immediacy of social media and want a comparable response in the job. Traditional annual performance assessments may not match their requirements, necessitating managers to adopt a more dynamic and ongoing feedback strategy (Gabrielova & Buchko, 2021).

Mental health concerns

Generation Z is particularly concerned about their mental health, with many reporting higher levels of stress, worry, and burnout than preceding generations. Managers must take a proactive approach to building friendly settings and providing resources to treat mental health issues, which can put a strain on organizational costs (Adedeji et al., 2023).

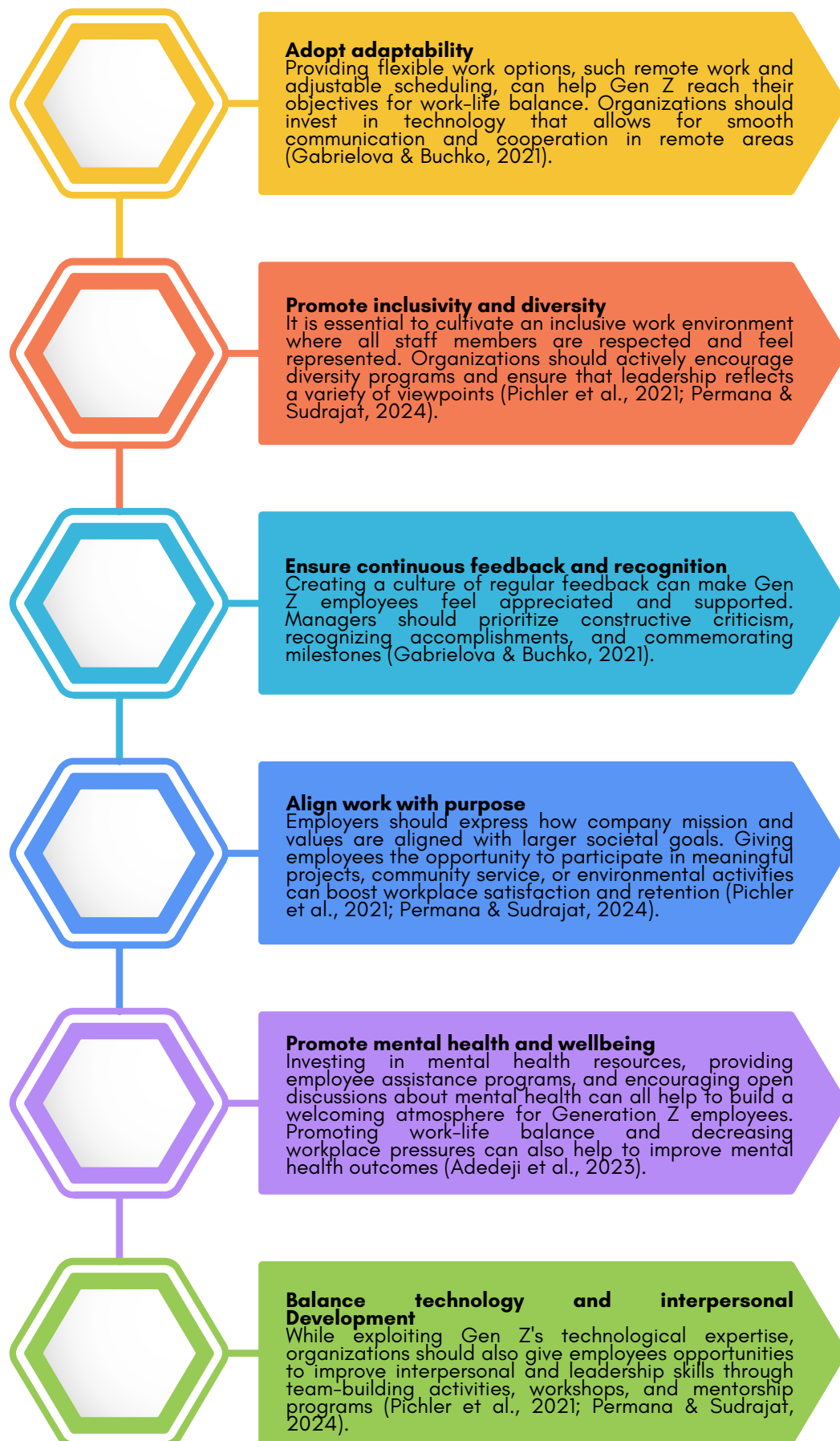
Dependence on technology

Although their technological expertise is an asset, it may also be a burden. Overreliance on technology may impair interpersonal communication, reduce critical thinking, or cause professional distractions. Managers must discover ways to balance the use of technology and the development of soft skills (Pichler et al., 2021; Permana & Sudrajat, 2024).

Demand for social responsibility

Employees from Generation Z expect organizations to take strong positions on social and environmental concerns. This can be difficult for businesses that operate in industries with major environmental effects or that are hesitant to take activist stands. Meeting these expectations may necessitate considerable adjustments to corporate policy and public relations initiatives (Gabrielova & Buchko, 2021).

Approaches for Handling Gen Z Employees



Strategies for Engaging Gen Z Employees

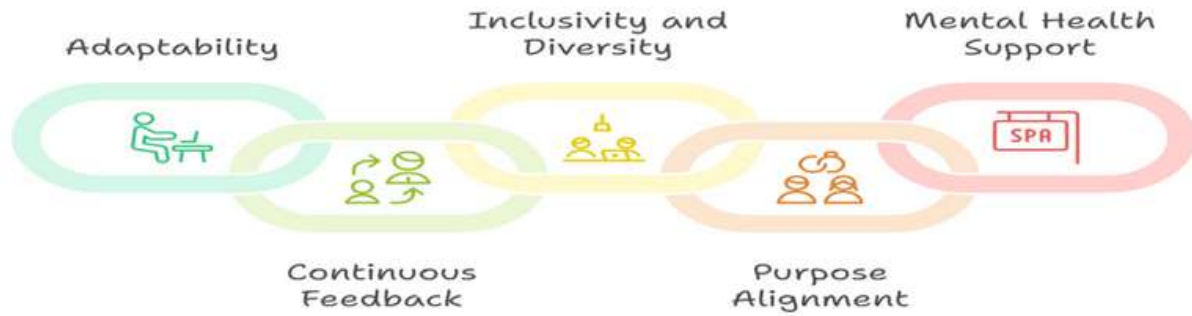


Figure 2: Approaches for Handling Gen Z Employees

Conclusion

Gen Zers contribute unique capabilities to the workplace, such as technological knowledge, creativity, and dedication to values-driven work. However, due to their distinct preferences and challenges, such as high expectations for flexibility and care for their mental health, organizations must modify their management practices. Employers may capitalize on Gen Z employees' potential while tackling the issues they present by promoting inclusion, providing ongoing feedback, and connecting work with purpose. This allows organizations to develop dynamic, inventive, and sustainable workplaces that benefit all generations.

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e ISSN 2805- 47 5X



9772805 475 000

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