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Table of → Contents

05 Editorial Note

07 Business, Accounting & Financial

30 Law & Policy

73 IR 5.0

83 Literature & Culture

108 Islamic Scholar Quote

110 Designer's Thoughts

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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

PODCASTS, ANIMATIONS & GEN Z: **REVAMPING ORGANIZATIONAL BEHAVIOR LEARNING**

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With Gen-Z being the electronic generation, traditional methods of education are being reshaped by tools that keep students engaged in more depth and dynamism. Podcasts and animation, known as the two most prominently discussed, occupy the frontlines of this bottom-up transformation and create new spaces for learning within the field of Organizational Behavior.

Podcasts can give students a voice and help students practise explaining complicated ideas and developing critical skills of communication. Podcasts motivate students to make discussion episodes and push students to be creative in creating materials that affect listeners. In contrast, students could create interesting episodes that influence listeners about workplace motivation, leadership styles or ethical dilemmas, which refer to concepts within the immediacy of narrative and discussion. After students complete this activity, they tend to remember the content as it places the subject in a random, but relatable context outside traditional boundaries of classroom.

Likewise, animation enables students to visualize concepts, deconstructing theories such as Maslow's Hierarchy of Needs or types of influence tactics into visually engaging stories. This is an impactful method to transform abstract theories into concrete narratives that easily digest the stories. Moreover, by creating animations, students reflect on the content and think about how to present the content to the audience. It also indirectly teaches the students to plan, arrange and execute their content in an interesting way, thus making the future lesson when in the classroom more interesting and interactive - well, the fun and the brain should support each other!

Together these approaches provide an interactive learning environment, with the students taking an active part in creating knowledge instead of just receiving it. This implies that learning becomes a two-way process between the learners and the educators instead of just – sit back and enjoy. Now students get to rediscover the world of Organizational Behavior with both theory and creativity combined because the usage of podcasts and animations keep the learning experience fun and surprising.

Biodata of authors

Miss Shamsinar Ibrahim is a lecturer at the Management Department, Business Faculty, UiTM Kedah. She teaches Management Practices and Organizational Behavior and has a strong passion for community service and student development. She consistenly being involved in programs that encourage meaningful community engagement. Her research interests include Management, Organizational Behavior, and Public Community Health. She focuses on connecting these areas through practical and innovative research. She has published work in these fields, highlighting the value of bringing different perspectives together to address real practical issue.

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