

Volume 3 (2025)



RMU e-Bulletin



Research Management Unit
Universiti Teknologi MARA Cawangan Kedah

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Design Editors: JUAINI JAMALUDIN
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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

e ISSN 2805- 47 5X



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



THE EVOLUTION OF SOCMED

Marlina Muhamad

Faculty of Business and Management, Universiti Teknologi MARA, Cawangan Kedah, Kampus Sungai Petani, Kedah, Malaysia

marlina326@uitm.edu.my

The evolution of social media (coined as socmed) has grown from simple online platforms in the 1990s to complex ecosystems with profound societal and business impact. Here's a breakdown of key milestones and distinctions in its evolution.



THE BIRTH OF SOCMED

The journey began in 1997 with SixDegrees, one of the first social networking sites, which introduced a platform for creating profiles and connecting with others based on the concept of six degrees of connection. Over time, this model evolved with platforms like Friendster and MySpace in the early 2000s.

THE ERA OF BLOGGING

Blogging became popular in the early 2000s, enabling individuals to share ideas and experiences online. It allowed diverse voices to be heard, supporting citizen journalism, activism, and niche communities. Blogging also sparked content marketing, where businesses used valuable content to engage audiences, build expertise, and connect personally with customers. This form of digital expression has greatly influenced social media, with features like "posts" now common on platforms like Facebook and Instagram.



THE EMERGENCE OF SOCIAL NETWORKING SITES (SNS)

Friendster, the first modern social networking site, launched in 2002, followed by MySpace in 2003 and LinkedIn, a professional networking site. Facebook launched in 2004 as a college networking platform and soon became a global social media giant with over two billion active users. Other platforms like Twitter, LinkedIn, and Instagram followed, each with unique features. YouTube, a video-sharing site, launched in 2005, and Twitter, a popular microblogging site for real-time news, debuted in 2006. LinkedIn has reshaped job hunting and professional networking.

THE EXPLOSION OF VISUAL CONTENT

With smartphones featuring high-quality cameras, visual content surged in popularity, leading to the launch of Instagram in 2010 and Snapchat in 2011. Instagram, originally a photo-sharing app, has become a major influence on fashion, lifestyle, and pop culture. This shift towards visual content has transformed digital marketing, with brands using these platforms to display products in engaging ways. Research shows that social media posts with visuals have more engagement and generate more leads than text-only posts.

Biodata of authors

Dr. Marlina Muhamad holds a Ph.D. in Information Technology and currently serves as a senior lecturer at Universiti Teknologi MARA (UiTM) Kedah Campus, within the Faculty of Business and Management. Her research interests focus on ICT and aging populations, with her doctoral thesis employing a fully qualitative approach to examine social media features and senior entrepreneurship. She can be contacted via email at marlina326@uitm.edu.my.

THE DOMINANCE OF VIDEO CONTENT

Video content has become central to social media with platforms like TikTok, launched in 2016, and expanded video features on Instagram and Facebook. TikTok's focus on short, edited videos has made it especially popular, particularly among younger users, earning it a "phenomenon" status in social media. Facebook, launched in 2004, remains one of the largest platforms, allowing users to connect and share photos and videos. Instagram, launched in 2010, emphasizes visual content and is widely used by influencers and brands for promotion.

SOCIAL MEDIA AS DIGITAL MARKETING TOOLS

Social media has changed both communication and business. Platforms like Facebook, Instagram, and TikTok are essential marketing tools, using influencers and user-generated content to reach wide audiences. Besides, social commerce where products are sold directly on social media, has transformed e-commerce, with tools like Facebook Marketplace and Instagram Shopping enabling direct buying and selling. Thus, the growth of smartphones and mobile internet has fueled this evolution. In fact, social media marketing allows businesses to reach diverse audiences, with 73% of marketers finding it effective. Benefits include real-time customer engagement, cost-effectiveness, and targeted advertising. However, challenges like standing out in a crowded market and adapting to changing algorithms make it complex. Despite these challenges, social media remains a valuable tool for any business.



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