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Research Management Unit
Universiti Teknologi MARA Cawangan Kedah

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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

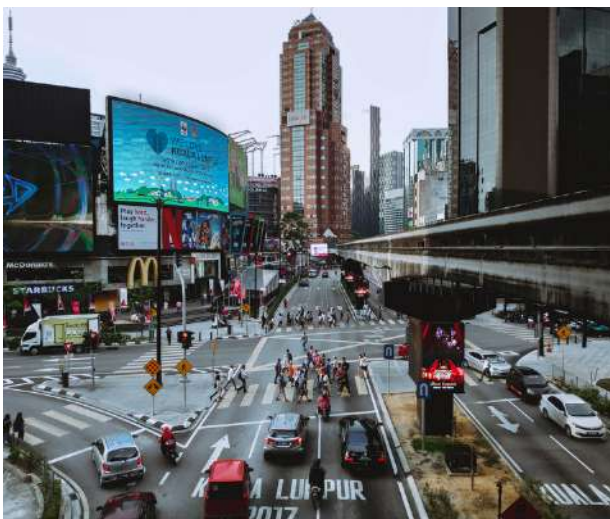


OVERCOMING CHALLENGES IN THE MALAYSIAN WAKAF MADANI INITIATIVE

Nurul Mazrah Manshor, Nur Irinah Mohd Sirat & Rohayati Hussin

Department of Law, Universiti Teknologi MARA (UiTM),
Cawangan Kedah,
Kampus Sungai Petani, Kedah, Malaysia
mazrah@uitm.edu.my; irinah@uitm.edu.my &
roha427@uitm.edu.my

The Malaysian Wakaf Madani initiative seeks to utilise the waqf asset for the benefit of the communities, and for the growth of Islamic social finance across the country by 2030. Nonetheless, certain obstacles need to be addressed to achieve its maximum effectiveness.



One of the primary causes is the absence of a uniformity of law governing waqf assets in all states in Malaysia. Hakimah et al. (2022) state that each state has waqf laws, which cause different handling and loopholes for asset management. Such a legal milieu creates several hurdles for governance and the evolution of holistic waqf management approaches. Having a standard legal frame will enable the management of waqf assets to have a better fit with its purpose more effectively (Syibly et al., 2022)

Governance issues are also raised as blockages. Lack of effective management will result in mismanagement and inefficiencies that challenge the goals of the Wakaf Madani program (Kamaruddin & Hanefah, 2021). This will attract professional expertise to waqf management based on transparent and accountable governance practices. Competent managers and solid governance frameworks have been shown to increase the waqf project's sustainability and impact on the community (Abdullah, 2018). Professionalising the management of waqf and equipping the managers with skills and training can improve accountability and governance practices (Kamaruddin & Hanefah, 2021)

Lack of awareness about the potential of waqf is minimal (Uula, 2023), thus, raising awareness of successful waqf projects through educational campaigns can change public perception and increase participation of schools and universities effectively. According to Taqwiem & Rachmadi (2022), they emphasize that waqf is effectively supported by schools and universities as these institutions can shape students' perceptions on waqf through specific education, creating a culture of giving and active involvement.

Financial sustainability is another important challenge in waqf projects. Most initiatives do not have sustainable financial support (Pratama, 2023). By creating waqf-based businesses in affordable issuances and healthcare sectors, we are helping to liberate waqf from its financial dependency. Additionally, a profitable investment of its existing waqf funds can be used for sustainability so that these projects can continue to grow and benefit communities (Maulina, 2023).

Stakeholder collaboration is necessary, but it is not enough. Due to the lack of synergy, resources can be wasted, and opportunities for beneficial initiatives can be overlooked (Umar & Aliyu, 2019). Waqf is a highly innovative and transformative model for sustainable development that reflects the local community needs; therefore, building collaborations between government, commercial, and non-profit sectors can create synergies, encourage knowledge transfer and increase the impact of waqf projects.

To conclude, the establishment of the Wakaf Madani initiative can contribute significantly to Malaysia's community and economic development. It creates a conducive environment for growth by resolving legal, managerial, and financial challenges. With the combined efforts of the government, private sector, NGOs, and the community, this initiative will run optimally, and waqf will be one of the most robust tools for empowering society.

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Biodata of authors

Nurul Mazrah Manshor is a senior law lecturer at Universiti Teknologi MARA. She obtained her Bachelor of Laws (LL. B Hons) from the International Islamic University Malaysia (IIUM). She was admitted as an Advocate & Solicitor of the High Court of Malaya in 2005 after obtaining her LL. B (Hons) degree, and she pursued her Master of Laws (LL. M) at the Universiti Kebangsaan Malaysia (UKM). She has taught the Malaysian Legal System, Corporate Law, and Business Law at the UiTM Kedah Branch since 2009.

Nur Irinah Mohamad Sirat is a senior lecturer at the Faculty of Law UiTM Kedah Branch. She obtained her Bachelor of Laws from the University Utara Malaysia and completed her Master of Laws from the University Malaya. Her area of interest includes environmental law and commercial law.

Dr. Rohayati Hussin is a senior law lecturer at Universiti Teknologi MARA Cawangan Kedah. She obtained her Ph.D from UiTM Shah Alam in 2021. She also has a Master of Comparative Law (MCL) in 2009, an LLB_S (Shar'iah) Degree in 2008, and LL. B (Hons) Degree in 2007 from the International Islamic University Malaysia (IIUM). She has experience in teaching various law subjects including Business Law, Corporate Law, Commercial Law, and the Malaysian Legal System. Her area of interest includes waqf law, waqf land, and Islamic properties.

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