

Volume 3 (2025)



RMU e-Bulletin



Research Management Unit
Universiti Teknologi MARA Cawangan Kedah

Copyright@ is held by the owners/authors. The e-Bulletin RMU4U is published in its original version without editing the content. However, language editing and proofreading have been conducted by the language editor with permission from the authors.

The views, opinions, and technical recommendations expressed by the contributors are entirely their own and do not necessarily reflect the views of the editors, the faculty, or the university.

Editors : AZYYATI ANUAR (DR)
AZLYN AHMAD ZAWAWI (ASSOC PROF DR)

Language Editors : NUR SYAZWANIE MANSOR (DR)
BERLIAN NUR MORAT
NOR ASNI SYAHRIZA ABU HASSAN
SITI MUKHLISA MOHAMAD KHAIRUL ADILAH
NADIRA M. JAHAYA
FATIN RAHAINA AHMAD SANI
SYAKIRAH MOHAMMED
ROBEKHAH HARUN
MAS AIDA ABD RAHIM
NORLIZAWATI MD TAHIR
AZRUL SHAHIMY MOHD YUSOF
NOR ASLAH ADZMI
NUR HIDYATI ZOLHANI

Design Editors: JUAINI JAMALUDIN
SHAFILLA SUBRI (DR)

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

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

SECRETARIAT EDITORIAL RMU4U

Patron:

Prof. Dr Roshima Haji Said

Rector UiTM Cawangan Kedah

Advisory Boards:

**Assoc. Prof. Dr Mohd Rizaimy
Shaharudin**

Deputy Rector Division of
Research, Industrial Linkages,
Community & Alumni

Dr Junaida Ismail

Deputy Rector Academic Affairs

**Assoc. Prof. Dr. Noor Zahirah
Mohd Sidek**

Secretary:

Noraini Awang

Editorial Technical Team:

Reza Irwan Othman

Mohammad Fikri Abdullah



**DR. AZYYATI
ANUAR**

Chief Editor



**ASSOC. PROF. DR.
AZLYN AHMAD
ZAWAWI**

Assistant
Editor-in-Chief



**DR. ROHAYATI
HUSSIN**

Managing Editor



**DR. MOHD FAIZAL
JAMALUDIN**

Managing Editor



**DR. NUR SYAZWANIE
MANSOR**

Managing Editor



**ASSOC. PROF. DR. TS.
ABD. LATIF ABDUL
RAHMAN**

Editor



**DR. AHMAD AFIF
AHMAROFI**

Editor



**DR. NURUL 'AYN
AHMAD SAYUTI**

Editor



**DR. HAFIZAH BESAR
SA' AID**

Editor



**DR. NOOR SYAHIDAH
MOHAMAD AKHIR**

Editor



JUAINI JAMALUDIN

Graphic Designer



DR. SHAFILLA SUBRI

Graphic Designer

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



LOVE IN ARABIC NOVELS: CULTURAL NARRATIVES AND LITERARY EXPRESSIONS

Muhamad Khairul Anuar Zulkepli

Academy of Language Studies, Universiti Teknologi MARA (UiTM), Cawangan Kedah, Kampus Sungai Petani, Kedah, Malaysia
mkaz@uitm.edu.my

Introduction

Love has manifested itself in numerous ways in Arabic literature for centuries and continues to be one of the most loved themes. Most of the love in the arabic literary desert travels unexplored with more than rather romance. Most importantly, the recent works of Arabic literature have included the third dimensional love espoused in the female gaze. This is especially the case in modern Arabian, where the re-reading of the traditional notions of love has taken place through the relaying of nation building, modernity and cultural identity concepts (Oghia, 2015). Such novels usually oscillate between the utopic view of love as presented in the classical Arabic love poems and the reality of the current Arab world (Radwan, 2023).

Through these love stories, the authors address the concerns of the age regarding the relationship between tradition and modernity. Literature therefore explores the ways personal feelings intertwine with the feelings of society at large. Love in Arabic novels is integrated with issues of politics and history, which makes such literature transform, instead of simply narrate, aspects of Arab culture (Ouyang, 2012). This paper will consider the manifestations of love within the framework of Arabic novels, focusing on love as a literary expression of culture that creates a bridge between private experience and public, rather national and cultural, feelings.

THE ROLE OF LOVE IN SHAPING NATIONAL IDENTITY IN ARABIC NOVELS



As in the case of Arabic literature, love is often considered as a major theme of personal and national identity. It looks at the emotional and psychological states of the characters in the evolving nation. Characters and societies interact through the representation of love.



Love in this context is often associated with the development of a nation or the political upheavals of history. In novels during colonial or postcolonial eras, love interplay is used to explore issues of tradition and change, national self and colonialism.

For instance, Ouyang (2012) notes that the Poetics of Love in Arabic Novels shows how love should not only be viewed as a private phenomenon, but indeed very much represents the quest for the enveloping identity and shape of the country. In addition, there are examples in literature of women like Assia Djébar, who will include love whereas unlike many women's writers it is rarely for romantic purposes – it is for the sake of National liberation which many women are a part of – thus it is political as well as personal (Fayad, 1995). These examples also deal with, among others, gender, race and ethnicity, love goes beyond the self even in such examples and becomes larger than the individual and the couple and works permeating to include the society and the nation (Najm & Islam, 2021).



Romantic Love as a Cross-Cultural Theme in Arabic Literary Traditions

The Arab heritage abounds in cross-cultural dimensions of romantic love because it is laden with cultural aspects of the Arab world as well as the cultures of many other countries. Historically, Arabic poetry has been largely based on love and has represented a spectrum of love ranging from idealistic to forbidden loves (Allen, 2023). As it is evident from the fact that modern Arabic novels are written in this genre, cross-cultural intercultural interactions are frequently depicted, especially the intermingling of Arabian culture with the West. These narratives suggest the existence of some conflict between old values and new ones in a number of situations such as for example... emigration or colonialism.

For instance, talking about cross-cultural romances in Arabic literature, there are many female characters in their male counterparts, as in Arabic novels set in London and other big cities such as Cairo. The tension between the two cultures is evident in the relationships as Arabs and Westerners relate to one another causing conflict, which occupation and war tend to mask. Put simply, this helps to explain the existence of identity and belonging as social structural elements and that personal love stories do intertwine with such themes (Amrieh & Rahmouni, 2023). On top of that, of course, different cultures have different and often even contradictory ideas about romantic relationships simply because different societies have different morals (Karandashev, 2017).



The Evolution of Love Poetry and its Impact on Modern Arabic Novels

Over the centuries, love poetry which is prominent in Arabic literature has proved to be essential in the writing of modern Arab novels, both in terms of themes and styles. Classic Arabic love poetry especially from the Abbasid era, was the first to pave ways for deep attachment and other romantic themes which are still alive today in literature (Nasser 2020).

Since the earliest records of creative writings, wherever Arabic culture has appeared, the love poem has been, reinforcing even the most obdurate traditions such as that of courtly love. Such a legacy has served as a context for contemporary Arabic, as well, love narratives in this context serving more often than not as facilitators of other themes such as social, political, or national (Allen, 2023). Love themes confined to classical poetry have matured to engage their contemporary audience and fused with the novel in especially the post colonial years when love themes are allied with national and cultural identity issues (Ouyang, 2012).

This poetry and novel dichotomy and its harmony is one of the factors that enrich contemporary Arabic literature, as it outlines one's experiences in love in a way that every other literature does not.

Conclusion

In conclusion, the depiction of love in Arabic literary works is an integral part of the cultural and literary history of the region. Grounded in an elaborate history of poetic expression, love is characterized not only as an internalized felt experience but also as a communication tool for other social phenomena including political aspects. The development of the motives of love, largely based on writings from Arabic poetic history, as well as the contemporary Western art, is a remarkable example of the coexistence of the old and the new in the traditions of bourgeois Arab authors. Love is an important part of literature in the Arab world owing to the fact that Arabic novels still leverage this theme as a plot for questions related to identity, nationalism, and social change.

References

- Allen, R. M.A. (2023, April 23). Arabic literature. Encyclopedia Britannica. <https://www.britannica.com/art/Arabic-literature>
- Amrieh, Y. M., & Rahmouni, N. (2023). Arab Literary Representations of London: cross-cultural romances as social spaces in Dabbagh's out of it and Jarrar's dreams of water. *World Journal of English Language*, 13(2), 42-50.
- Fayad, M. (1995). Reinscribing identity: Nation and community in Arab women's writing. *College Literature*, 22(1), 147-160.
- Karandashev, V. (2017). *Romantic love in cultural contexts*. Springer Cham.
- Najm, A. H., & Islam, M. S. (2021). Quest for Identity and Individuality in Radaw Ashour's Granada. *The Creative launcher*, 5(6), 39-52.
- Nasser, I. (2020). The view of love poetry's impact and role in classical Arabic literature. *Journal Asiatique*, 308(2), 167-182. <https://doi.org/10.2143/JA.308.2.3288909>
- Oghia, M. (2015). Different cultures, one love: exploring romantic love in the Arab world. In: Raddawi, R. (eds) *Intercultural Communication with Arabs*. Springer, 1-27. https://doi.org/10.1007/978-981-287-254-8_16
- Ouyang, W. (2012). *Poetics of love in the Arabic Novel: Nation-state, modernity and tradition*. Edinburgh University Press.
- Radwan, R. (2023, Februari, 13). How Arabic literature and poetry have been influenced by themes of romantic love. Arabnews. <https://www.arabnews.com/node/2250466/amp>



Biodata of Author

Muhamad Khairul Anuar Zulkepli is a senior Arabic language lecturer at the Academy of Language Studies UiTM Kedah Branch.

e ISSN 2805- 47 5X



9772805 475 000

Volume 3 (2025)



Research Management Unit
Universiti Teknologi MARA Cawangan Kedah

