

Volume 3 (2025)



RMU e-Bulletin



Research Management Unit
Universiti Teknologi MARA Cawangan Kedah

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Design Editors: JUAINI JAMALUDIN
SHAFILLA SUBRI (DR)

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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





“LOVERS ARE POETS”: A REFLECTION ON LOVE AND POETRY

Sharina Saad

Academy of Language Studies, Universiti Teknologi MARA, Cawangan Kedah, Kampus Sungai Petani, Kedah, Malaysia
sharina854@uitm.edu.my

Shahriza Ilyana Ramli

Faculty of Administrative Science and Policy Studies, Universiti Teknologi MARA, Cawangan Kedah, Kampus Sungai Petani, Kedah, Malaysia
ilyana@uitm.edu.my

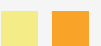
Zaidi Yusof

College of Creative Arts, Universiti Teknologi MARA, Cawangan Kedah, Kampus Sungai Petani, Kedah, Malaysia
zaidi8881@uitm.edu.my

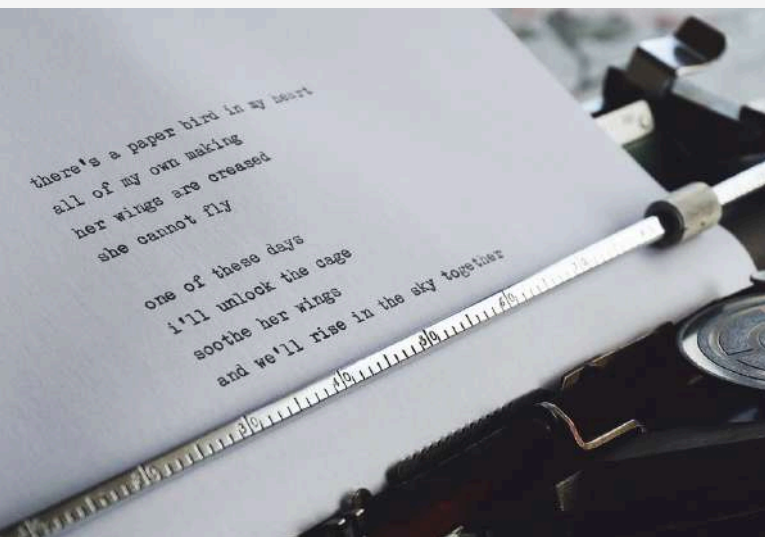
Do you agree with the quote that says, 'Lovers are poets' duo'? Love, oh love! When you're in love, your words become a bit poetic. Your feelings become a little more romantic, and your words take on a rhythm while your thoughts drum into a rhyme. Unintentionally, you turn into a poet, and your words become poetry. The moment you can sit down with a pen in your hand is a moment of joy. This is when you will pen down all your expressions, which are an expression of your romantic thoughts. This is when you breathe metaphors, and your whole universe is onomatopoeia. You make your poems dance, sigh, bow, sing, laugh, and cry." Perhaps it was just an exaggeration, but there might be some truth in it. When you're in love, you become a poet. A poem requires both the writer and the reader to slow down and breathe in the emotions. Therefore, the discussion will focus on why poetry is the preferred language for expressing love and how a poem's conceits help to tame this sometimes uncontrollable emotion.

“

Poetry is an expression of the true and undefined self, which a true lover and a deep thinker can comprehend



Poetry, with its unique ability to encapsulate complex emotions in a few carefully chosen words, serves as a bridge between the heart and the mind. It allows lovers to articulate feelings that might otherwise remain unexpressed, transforming raw emotion into art. As Pablo Neruda beautifully illustrates in his "Sonnet XVII," love can be an all-consuming force that defies conventional expression. The rhythm and meter of poetry can mirror the heartbeat of love, creating a musicality that resonates deeply with both the writer and the reader.



Moreover, the use of metaphors and similes in poetry provides a framework for understanding love's intricacies. For instance, Elizabeth Barrett Browning's famous line, "How do I love thee? Let me count the ways," invites us to explore the multifaceted nature of love. John Keats' notion of "a thing of beauty" reminds us of love's enduring and uplifting qualities. These literary devices allow us to draw parallels between love and other experiences, making the abstract more tangible. Comparing love to a journey, as Robert Frost does in "The Road Not Taken," can help convey the ups and downs that come with it. Likening it to a flame, as in William Blake's "The Clod and the Pebble," can illustrate its warmth and intensity.

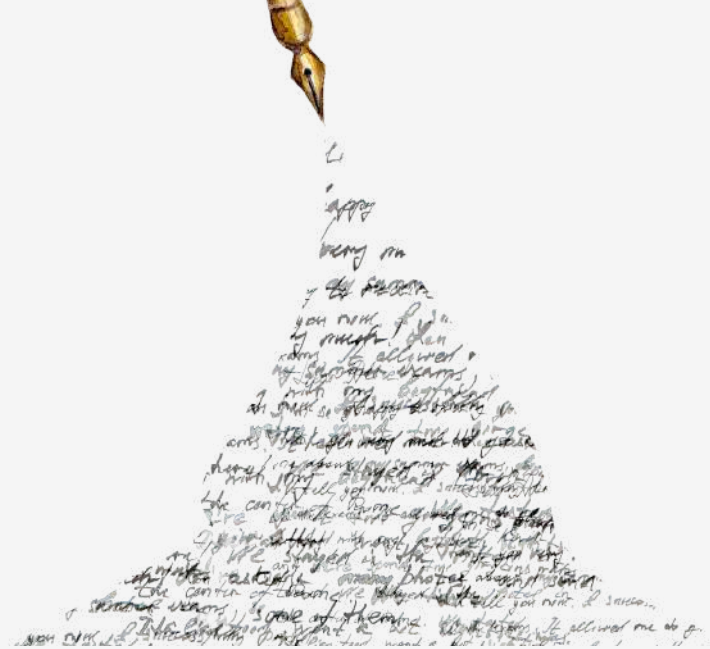
In this way, poetry not only captures the essence of love but also offers a means to navigate its challenges. It encourages introspection and reflection, allowing individuals to process their emotions and gain clarity. Ultimately, poetry becomes a sanctuary where lovers can explore their feelings, share their vulnerabilities, and celebrate the beauty of their connection, much like the timeless verses of Shakespeare, who reminds us that "the course of true love never did run smooth."

Poems represent the feelings of lovers, whether expressed verbally or not. It's best to describe the emotional depth of true love. The intensity of feelings associated with love may prompt lovers to express themselves more creatively through poetry. Nezami, a famous Persian poet, beautifully described the emotional depth of the love story of Layla and Majnun. He even pronounced his heroine's name as "Layli," emphasizing the sweetness of her name. Nezami's tale focuses on absence, denial, and spiritual longing, with the lovers separated for long periods of time. Unlike Shakespeare's, Nezami's portrayal of Layla and Majnun offers a deeper and more reflective emotional journey, often seen as an allegory of Sufi spirituality.



Imagery and metaphor are best conveyed through poetry. The unique experiences of love can lead to fresh perspectives and creative expressions of metaphor. Rabindranath Tagore, in his poem "Shah Jahan," reflects on the themes of love, loss, and the transient nature of beauty through his expressions of "emeralds, rubies, pearls are all, but as the glitter of a rainbow tricking out empty air." Tagore refers to forgetfulness as a liberating path, stating, "that even today it has not escaped by the liberating path," referring to the memories we carry after the death of a loved one.

A profound expression of love can also be found in the words of Prophet Muhammad (PBUH), who compared his love for his wife, Aisha (RA), to a strong, unbreakable knot. When Aisha (RA) once inquired, "How is your love for me?" the Prophet replied, "Like the rope's knot," illustrating a love that is secure, enduring, and intense. In a playful exchange, Aisha (RA) would occasionally ask, "How is the knot?" to which the Prophet would respond, "As strong as the first day you asked" (Hiya al Awliya). This metaphor highlights the depth and stability of true love.



Ultimately, love is a complex and multifaceted emotion, and poetry often captures its essence by creating vivid imagery that brings the inexpressible to life. In essence, love is poetry, and poetry is love. Poems are the words of lovers, a medium through which feelings are shared and emotions are mutually expressed. By celebrating the beauty of love and the stories of lovers, poetry has the power to inspire and enchant readers, offering them a glimpse into the profound universe of human connection.

Biodata of Authors

Sharina Saad is a dedicated lecturer and writer deeply committed to exploring the rich cultural heritage of the indigenous folktales in Malaysia and Nusantara Archipelago. She is also a poet whose creative poetries have been published in many publications. She has also won many awards in international poetry competitions. At present she is the chief editor of Voice of The Soul, a poetry anthology. She holds a Master's degree in TESL Education from Universiti Pendidikan Sultan Idris Tanjung Malim, Malaysia and has a profound interest in traditional arts and folklore. Sharina has authored several publications, shedding light on the diverse cultural traditions and practices of Malaysia's ethnic communities. Sharina's work is driven by her passion for preserving and promoting the unique cultural identity of the Indigenous Semai people in Malaysia.

Shahriza Ilyana Binti Ramli is a Senior Lecturer from Faculty of Administrative Science & Policy Studies (FSPPP), Universiti Teknologi MARA, Kedah. She always has a keen interest in poetic although she is not coming from the Art & Language field of study. She has joined several poetic competition, as a result, she has won several awards at local and international poetic competitions such as Arau International Poetry Festival, Pertandingan Menulis Sajak Islam, and Pertandingan Menulis Sajak Kenegaraan (MCMC). She is also one of editorial board for series of Voice of Soul published by UiTM Kedah.

Zaidi Yusoff with 20 years of experience in teaching industrial design at Universiti Teknologi MARA, Kedah, College of Creative Art, I hold a BA Hons in Art & Design (Industrial Design) and an MA in Art Design (Research), both from Universiti Teknologi MARA, Shah Alam. My specialization includes automotive design, sketching & rendering techniques, model making, and graphic design. I have held roles such as Coordinator of International Affairs (2012-2013), Coordinator of Batik Merbok (2014-2020), and Curator of the Art Design Gallery (2009-2014).



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