

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.

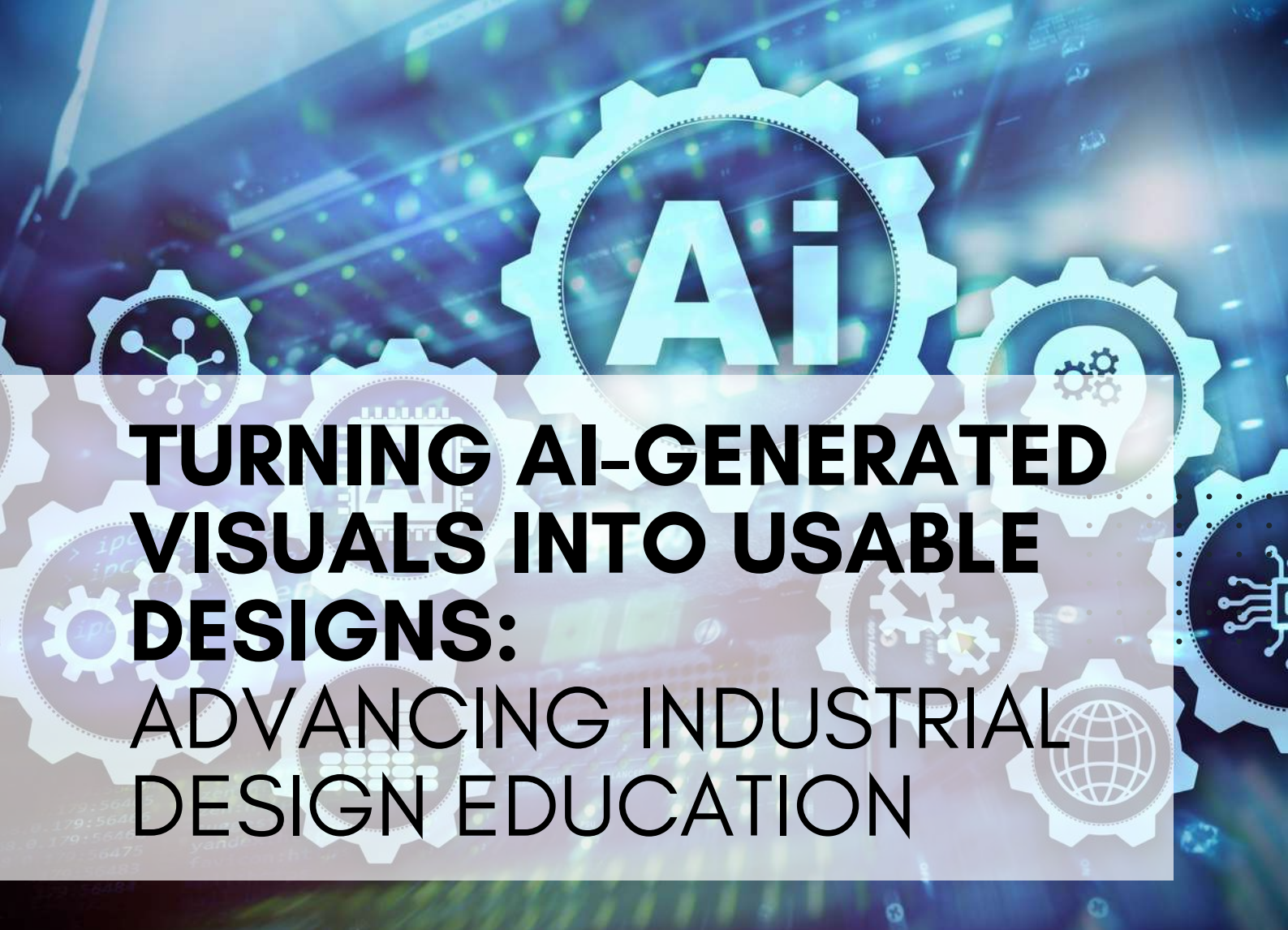
I would like to thank the authors, reviewers, and editorial team members who made RMU4U Bulletin Volume 3 possible. We hope this publication serves as a resource for understanding key issues and inspires further exploration.

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





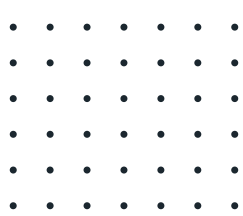
TURNING AI-GENERATED VISUALS INTO USABLE DESIGNS: ADVANCING INDUSTRIAL DESIGN EDUCATION

Mohd Hamidi Adha Mohd Amin

Industrial Design Department, College of Creative Arts,
Universiti Teknologi MARA (UiTM) Kedah Branch

Introduction

In industrial design, coming up with fresh ideas and turning them into real, usable designs is a key skill. However, many students find it tough to bring their early ideas to life in a way that is creative and practical. AI-based text-to-image tools, such as Ideogram, Stablecog, and Bing, allow students to create visuals from text descriptions, helping them visualise ideas more clearly. Research supports that these tools enhance early-stage design ideation, allowing students to evaluate feasibility sooner (Liu and Hu, 2023). By enabling students to create visuals from simple text descriptions, these tools provide clearer representations of their ideas, fostering cognitive skills in design. This article explores how AI-generated visuals can be adapted into workable designs, the steps involved, and the benefits and challenges of using these tools in industrial design education. AI-generated text-to-image tools make it easier for students to turn their ideas into visuals right away. By typing in descriptive prompts, students can quickly produce rough images that give them a first look at their concepts. This helps students to break free from just sketching by hand and instead see their ideas in new ways, expanding possibilities in styling and functionality (Lee and Chiu, 2023). Visualising ideas early in the design process also helps students understand design feasibility.



Enhancing Design Thinking Through AI-Generated Integration

Using AI-generated visuals as a foundation encourages design students to broaden their perspectives and expand their creative boundaries. The act of refining AI images into practical designs fosters design thinking as students question the initial output, evaluate its strengths and weaknesses, and make necessary adjustments. The ability to modify AI-generated images allows students to explore diverse design possibilities, incorporating personal style while adhering to industrial design principles. This iterative process also supports critical thinking by requiring students to decide which AI-generated elements are worth retaining and which need revision. Through trial and error, students become adept at evaluating design features for usability, sustainability, and visual appeal, leading to more innovative and well-rounded final designs (refer to Figure 3).

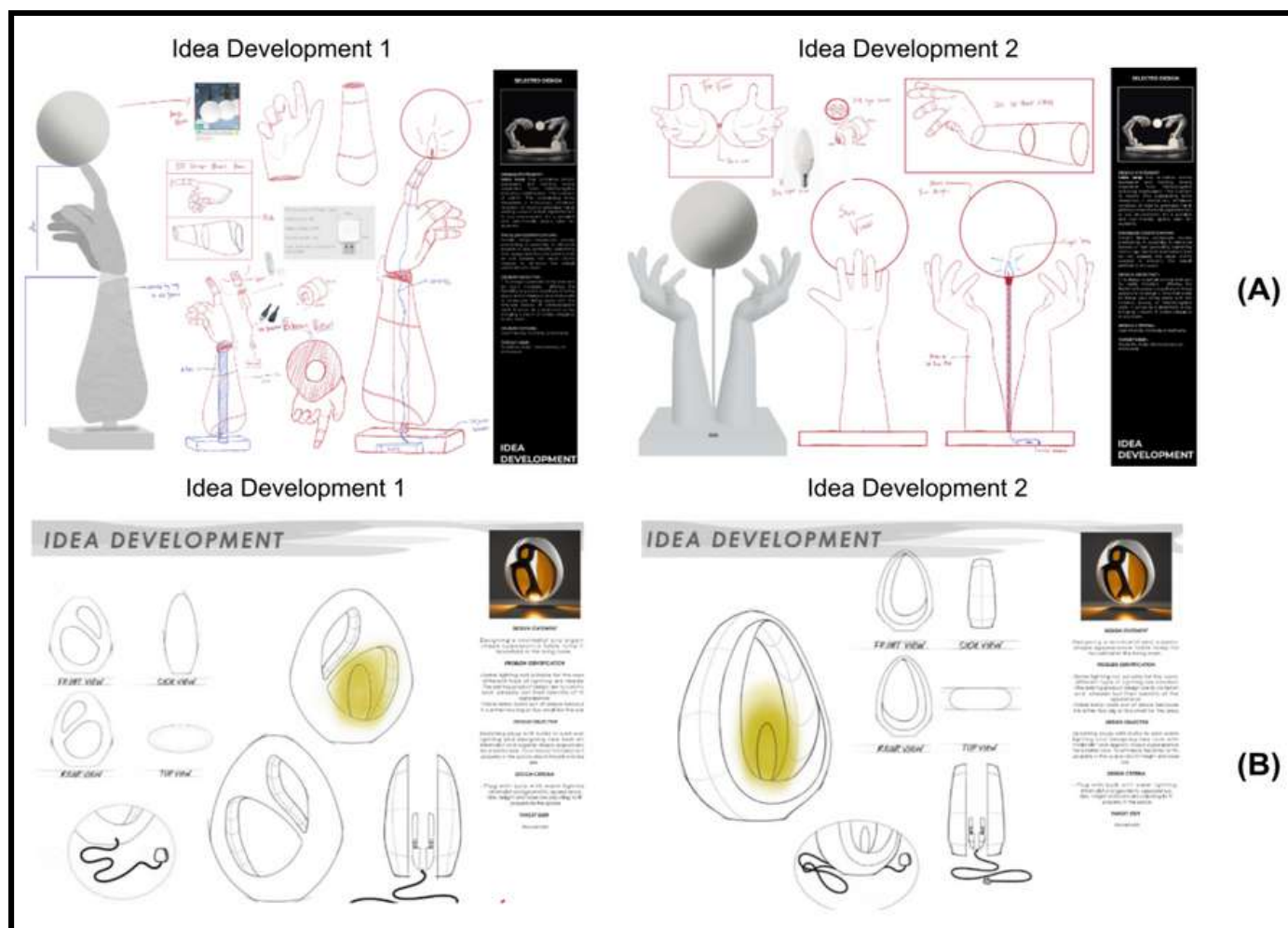


Figure 3: A sequence of sketch variations for a single AI-generated concept in participant (A) & (B) to illustrate how students experimented the forms and components placement
(Source: Bachelor Industrial Design students, College of Creative Arts)

Challenges and Considerations in Educational Application

While AI tools offer many benefits, there are some challenges when integrating them into design education. One concern is that students might rely too heavily on AI, using it as a shortcut rather than as a tool to boost creativity. Over-reliance on AI-generated images could lead to fewer original designs and weaken students' independent idea generations. To address this, educators can encourage students to see AI as a helper, not a replacement, and use it as a starting point for developing their own ideas.



Students also need to recognise the limitations of AI-generated visuals. While these images may look impressive, they often lack practical considerations needed for real-world production or everyday usability. By learning to critically evaluate AI outputs, students develop the skills to adapt AI-generated visuals into realistic, functional designs, balancing creativity with practical design requirements.

Conclusion

The integration of AI-generated text-to-image technology in industrial design education has great potential to enhance how students develop and visualise ideas. By transforming AI-generated visuals into functional designs, students build both their creative skills and their understanding of practical design principles. This process allows them to experiment with innovative ideas while learning essential skills in critical analysis and design adaptation. As the field of industrial design education continues to evolve, AI can play a key role in preparing students for industry challenges, fostering innovation while keeping designs practical. Moving from AI-generated visuals to usable, real-world designs helps students strengthen their technical abilities and nurtures their creative thinking, which is crucial for future success in design.

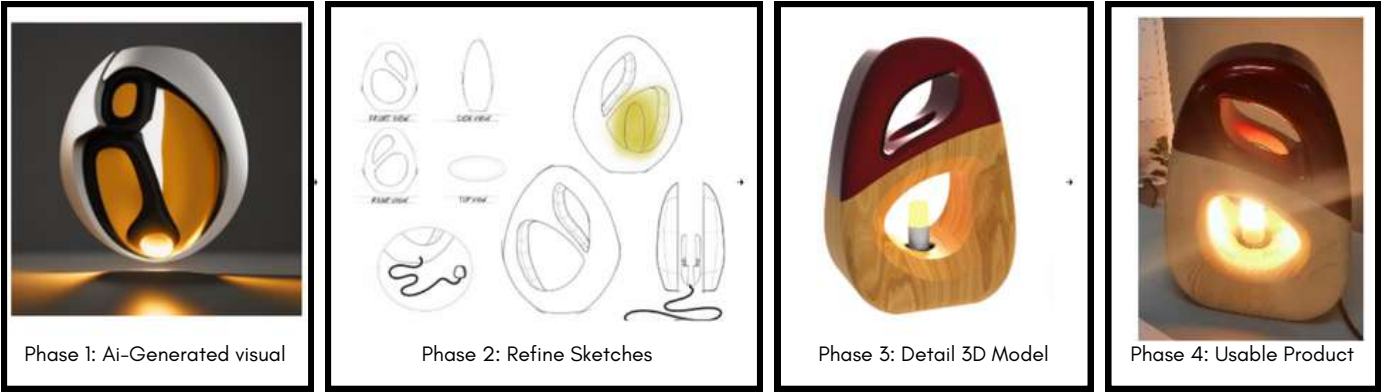
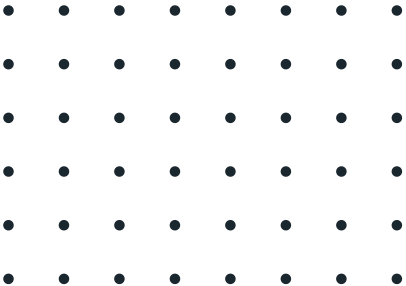


Figure 4: Final images summarising the process from an AI-generated visual to a refined sketch, a 3D detailed product design, and a usable final product.
(Source: Bachelor Industrial Design students, College of Creative Arts)

References

Lee, Y.-H., & Chiu, C.-Y. (2023). The Impact of AI Text-to-Image Generator on Product Styling Design. In Mori, H. & Asahi, Y. (Eds.), Human Interface and the Management of Information. Springer Nature Switzerland.

Liu, M., & Hu, Y. (2023). Application Potential of Stable Diffusion in Different Stages of Industrial Design. In Degen, H. & Ntoa, S. (Eds.), Artificial Intelligence in HCI. Springer Nature Switzerland.



Biodata of author

Mohd Hamidi Adha Mohd Amin is an esteemed expert in the field of Industrial Design Education. With a specialization in product design, creative thinking, and 3D model making, He holds a Master's degree in Industrial Design from a leading institution, UiTM. His passion lies in development innovation and cultivation of talent within the field of industrial design. With years of experience in academia and industry, he has been instrumental in shaping the next generation of designers. He is deeply committed to pushing the boundaries of design education, constantly seeking new paths for creative exploration and expression. Currently, Mohd Hamidi Adha serves as a mentor and educator, inspiring students to realize their full potential in the dynamic field of industrial design.



e ISSN 2805- 47 5X



9772805 475 000

Volume 3 (2025)

RMU
e-Bulletin

Research Management Unit
Universiti Teknologi MARA Cawangan Kedah

