

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



CROSSROADS OF FAITH AND CREATIVITY IN ISLAMIC THOUGHT, INDUSTRIAL DESIGN, AND TECHNOLOGICAL ART

Nazirul Mubin bin Awang Besar & Qatrunnisa binti Shariff

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

Islamic thought has significantly influenced various fields, including art, science, and technology, shaping modern industrial design and technological art. At the core of Islamic art and design traditions are values such as balance, harmony, and beauty, which reflect a worldview where creativity is closely linked to spiritual responsibility. This perspective continues to influence contemporary design practices by prioritising ethical considerations, sustainability, and aesthetic values in innovation (Riasat Islam, 2020).

During the Golden Age of Islam (8th to 14th centuries), art, design, and science developed in parallel, with scholars like Al-Khwarizmi and Ibn Sina bridging creative expression and technological advancement. Islamic geometric patterns and calligraphy became central to artistic forms, while architectural masterpieces such as the Alhambra and the Suleymaniye Mosque exemplified the convergence of faith and creativity. This period underscores the longstanding relationship between art and science in Islamic thought (Ruggles, 2016).



The philosophy of Tawhid (the unity of God) is central to Islamic design thinking, viewing creativity as a form of worship that reflects divine beauty and order. The Qur'an encourages exploration and rationality, while Islamic principles emphasise that creativity should benefit society, uphold justice, and promote sustainability. This ethical approach continues to influence contemporary industrial design, where moral responsibility is integral to problem-solving (Sardar, 2018).

In today's design landscape, Islamic principles guide eco-friendly and sustainable practices, particularly in architecture and technological art. Designers in the Middle East and Southeast Asia are incorporating Islamic values into functional, environmentally conscious designs, such as solar energy technology and green architecture. Additionally, the intricate patterns of Islamic geometry influence digital technologies, with applications in algorithmic design and 3D art, ensuring that technological advancements align with ethical standards and societal well-being (Sardar, 2018; El Amrani, 2021).

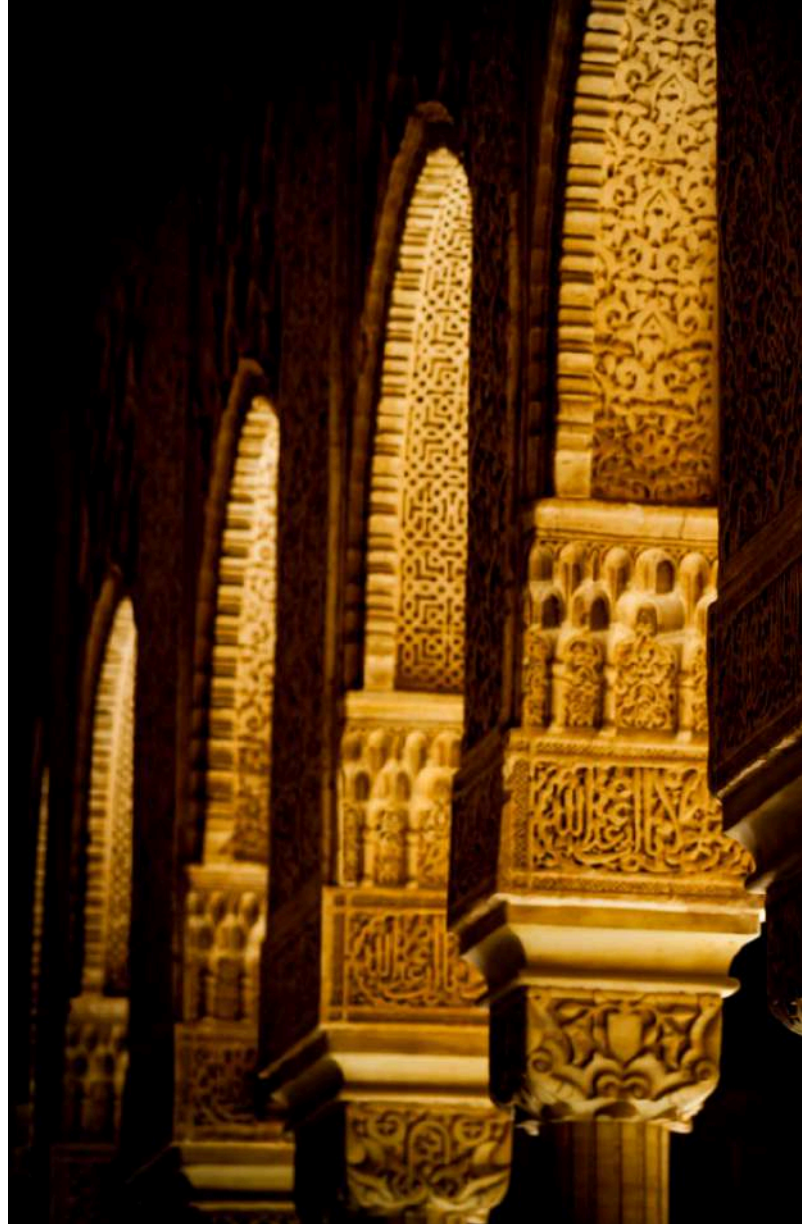
References

El Amrani, A. (2021). Islamic ethics and the rise of digital technology. The Maydan. Retrieved from <https://themaydan.com/2021/07/islamic-ethics-and-the-rise-of-digital-technology/>

Riasat Islam, M. (2020). Islamic perspectives on design thinking. *Journal of Design Innovation*, 10(3), 56-62. <https://doi.org/10.1016/j.jdi.2020.03.005>

Ruggles, D. F. (2016). *Islamic art and architecture: A global history*. Oxford University Press.

Sardar, Z. (2018). Islamic creativity and the ethics of design. *Journal of Islamic Studies*, 21(4), 45-58. <https://doi.org/10.1093/jis/xyz014>



Biodata of authors

Nazirul Mubin bin Awang Besar is a passionate researcher, writer, and academician in the field of graphic design. Holding a Master's degree in Visual Communication and New Media from UiTM, his work focuses on exploring what more can be done with design, art, technology, and the field of Islam. Nazirul has extensive experience as an art director in top agencies in Kuala Lumpur, and he now dedicates himself to teaching and mentoring future designers. His commitment to community service is evident through his involvement in charitable initiatives, where he uses art to empower and educate marginalised groups. Driven by a love for culture and creativity, Nazirul is deeply focused on exploring innovative intersections between design, art, technology, and Islamic thought, seeking new possibilities for creative expression and cultural impact.

Oatrunnisa Shariff holds a Master's degree in Visual Communication and New Media from UiTM Shah Alam. She also has 10 years of working experience in industries such as theme parks and animation. She has a profound interest in character design, illustration, and social media marketing. Currently, she works as a lecturer in UiTM Kedah. She is looking forward to nurturing character design into social media persona.



e ISSN 2805- 47 5X



9772805 475 000

Volume 3 (2025)



Research Management Unit
Universiti Teknologi MARA Cawangan Kedah

