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Research Management Unit
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RECTOR'S NOTE



Prof. Dr Roshima Said
Acting Rector

"Together we advance knowledge with integrity, creativity, and purpose—many voices united to shape a brighter, sustainable future."

Assalamualaikum warahmatullahi wabarakatuh,

Alhamdulillah, with gratitude to Allah SWT, I am pleased to welcome you to the fourth volume of RMU4U e-Bulletin. This publication continues to serve as a reflection of our vibrant intellectual community at UiTM Kedah, bringing together voices from diverse disciplines and perspectives. In this issue, with 42 insightful contributions, we witness not only the richness of research topics but also the strength of our shared purpose. While the papers range from sustainability in fashion and design, digital literacy, and artificial intelligence to law, economics, and cultural heritage, they are united by a common aspiration: to advance knowledge that is meaningful, ethical, and impactful for society.

Our academic journey is significant because of this harmony amid diversity. Whether addressing contemporary challenges in technology and governance or celebrating the timeless values of culture and tradition, our scholars demonstrate that knowledge is most powerful when it is connected, when different fields meet at the crossroads of innovation, integrity, and service to the community.

As Rector, I am profoundly inspired by the dedication, innovation, and scholarly excellence demonstrated by our academics and researchers. You are not only advancing knowledge within our university but are also fulfilling UiTM's noble mission, creating impactful ideas that serve the nation and uplift the ummah.

Your work reflects a deep commitment to relevance, integrity, and service. Let us continue to nurture a culture of collaboration, creativity, and excellence, ensuring that our contributions remain forward-looking, transformative, and rooted in the needs of society. Together, we are shaping a brighter, more sustainable future through education, research, and innovation.

Congratulations to all the dedicated contributors whose passion and perseverance have brought this volume to life. My heartfelt appreciation goes to the Research Management Unit for their steadfast leadership and solid commitment in making this achievement possible. May RMU4U continue to shine as a beacon of knowledge, uniting diverse voices in a shared mission of discovery and excellence. Together, may we be inspired to reach even greater heights in the pursuit of impactful research and innovation.

One purpose. One vision. Many voices, one future.

Sincerely,
Prof. Dr Roshima Said
Acting Rector,
Universiti Teknologi MARA Keda

A MESSAGE FROM THE CHIEF EDITOR



Dr Azyyati Anuar
Chief Editor,
RMU4U E-Bulletin

"RMU4U Volume 4 celebrates diverse scholarship, uniting research, innovation, and culture to inspire collaboration, sustainability, and inclusive growth."

We are pleased to present Volume 4 of RMU4U, a platform dedicated to showcasing research, innovation, and thought leadership across diverse academic disciplines. This issue reflects the dynamic intellectual ecosystem we strive to cultivate, highlighting contributions that bridge theory and practice while addressing pressing contemporary challenges. In the Business, Accounting, and Finance section, we feature 15 insightful papers that explore the evolving landscape of global markets, financial resilience, sustainable accounting practices, and digital transformation in business operations.

These works not only provide empirical findings but also propose actionable frameworks for industry adoption, underscoring the vital role of research in shaping competitive and ethical enterprises. The Designer Thoughts segment presents 6 stimulating papers that merge creativity with problem-solving. From design thinking methodologies to innovation in product aesthetics and usability, these contributions remind us that design is not merely about form but about crafting meaningful user experiences.

This section will be of particular interest to those who value the intersection of artistry, functionality, and human-centered solutions. Our IR 5.0 category brings together 6 pioneering papers examining the fusion of automation, artificial intelligence, and human capital development in the context of the Fifth Industrial Revolution. The authors challenge readers to consider how technology can be harmonized with ethical and inclusive practices, ensuring that digital progress translates into equitable societal benefits. In the Law and Policy section, 7 comprehensive papers analyze legal reforms, governance frameworks, and policy innovations that respond to shifting socio-economic realities.

The breadth of topics from regulatory compliance in emerging industries to community rights in a globalized economy reflects the critical role of law as both a safeguard and an enabler of change. The Literature and Culture segment enriches this volume with 8 thought-provoking papers that delve into narratives, identities, and cultural dialogues shaping societies today.

Whether revisiting classic literature through modern lenses or exploring contemporary cultural phenomena, these works invite readers to appreciate the role of the humanities in fostering empathy, critical thinking, and cultural continuity. Collectively, these 42 scholarly contributions affirm the breadth and depth of academic engagement within our community. They underscore our commitment to advancing knowledge that is relevant, impactful, and forward-looking. This volume is not only a testament to our contributors' dedication but also a resource for policymakers, practitioners, educators, and learners who seek informed perspectives and innovative solutions. We extend our heartfelt appreciation to all authors, reviewers, and editorial team members whose collective efforts have made this publication possible. We hope that RMU4U Vol. 4 will spark dialogue, inspire collaboration, and contribute to the enrichment of both academic scholarship and practical application.

Let us continue to explore, innovate, and contribute, together shaping a future where knowledge serves as the foundation for sustainable and inclusive growth.

Warm regards,
Dr Azyyati Anuar
Chief Editor,
RMU4U E-Bulletin

The Unsung Hero of the Libraries?

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Think back to the first time you walked into a library. The silence felt a little too loud, and the only things “talking” to you were the signs scattered around the space. You stared, trying to decode what they meant and where they wanted you to go. How did that feel? For me, it was nerve-wracking. As someone socially awkward, I clung to those signs for dear life. But when they weren’t clear, I was completely lost.

That’s why signage matters so much in libraries. It’s the quiet guide that helps users find their way without saying a word. From wall signs and shelf labels to brochures, handouts, and even library web pages, all of these act as visual cues that make the library experience smoother. I like to think of signage as the library’s “unsung hero.” It often gets overlooked, but its role is just as crucial as any service or collection the library offers.

I say this not just as a user, but also as a former librarian who was once in charge of designing signage. And let me tell you, it was not a simple task. It was tough and time-consuming. I had to consider colour psychology, spatial perception, how users might respond, benchmark signage from other libraries, manage budgeting, and handle many other details. Signage is not just about putting up labels. It is a thoughtful process that requires empathy, design sense, and careful planning. All of these efforts are dedicated to one purpose: serving our users—because they are the reason we exist.

Speaking of helping users, have you ever come across the term *wayfinding strategies* or *wayfinding systems*? It sounds fancy, but really, it just means giving people the right clues so they don’t accidentally wander into the staff pantry while looking for the toilet.



These strategies are used to present information clearly so that people can navigate a space and find their destination, whether indoors or outdoors. In libraries—especially those lined with endless rows of shelves that all start looking the same after a while—wayfinding is essential.

For someone unfamiliar, a library can feel like a calm maze: quiet on the outside, but slightly confusing when you're not sure where to start. This is where signage and thoughtful wayfinding strategies save the day. They help users move around independently, explore the space at their own pace, avoid confusion, and learn about available services or rules without having to ask anyone.

You might wonder why users wouldn't just approach the library staff. The reality is, not everyone feels comfortable doing that. I understand completely. Even when I was a librarian, I totally understood why some users might avoid asking for help. If I were in their shoes, I'd probably do the same. I'd quietly pretend to know where I was going and secretly hope a helpful sign would appear like magic.

Alright, now let's get to the real question: What actually makes signage good? Back when I was designing them, I'd always try to see things from the user's point of view. What would catch their attention? What colours would make them pause? Which fonts are easy on the eyes? These were the little things constantly running through my mind.

“For me, a good sign is one that makes people stop, take a second to read, and actually understand what it's trying to say. If that happens, I'd say the signage did its job. One phrase I always hold on to when creating anything visual is: “It has to click with the viewer.” In this case, our users. Sure, it's not always easy to get it right, but it's definitely doable. So, let's break it down.”

So, what exactly goes into making a sign effective? First off, forget about formal writing rules. We're not crafting academic articles here, so no thesis statements are needed. Clear and simple wording works best. For example, “Quiet Area” is much easier to process than something like “This is a Quiet Study Area.” The fewer the words, the faster users can read and understand the message without overthinking it.



After all, the main goal of signage is to help users find their way around the library. Since it often does this quietly in the background, it deserves to sound more like a helpful friend than a strict notice. That's why many libraries, including mine, opt for a more casual or even witty tone. Instead of “Please be quiet in this area,” I've used a simple “Shhhh.” It's short, familiar, and surprisingly effective.

But let's not stop at words. Text alone is not enough. Visual elements like icons and colour cues play a huge role too. Take the Quiet Area again. I wouldn't use bold colours like red or orange there, since they are more energising than calming. Instead, I'd go with soft tones or pastel shades to create a more peaceful atmosphere. It's all about making users feel the message, not just read it.

All in all, signage is there to enhance the overall user experience by helping them feel more comfortable, confident, and connected within the space.

To make sure the new signage would actually work, my colleagues and I started with a signage audit. We wanted to see how effective the existing signage was and identify what needed improvement. It didn't take long to spot some common issues. There was a lack of standard design, too much text, use of library jargon, and in some areas, a whole cluster of signage competing for attention.

But what really confirmed the problem for me was a moment I still remember clearly: a user came up and asked where to borrow books while standing right in front of the circulation counter. That was when I knew the signage wasn't doing its job.





Biodata of author

Nur Areena Aqilah binti Mohd Sapri holds a Master's degree in library science and has profound interest in library social media marketing. Before being a lecturer, she was in-charged of social media marketing and user education services at the previous library she worked at.

But what really confirmed the problem for me was a moment I still remember clearly: a user came up and asked where to borrow books while standing right in front of the circulation counter. That was when I knew the signage wasn't doing its job.

With all that in mind, it becomes clear that designing library signage should always be done with the users in focus—not just to satisfy our own preferences or design aesthetics. After all, we're creating a space meant to welcome, guide, and support our community. The goal is to make signage accessible, inclusive, and empowering.

It's something that helps users move confidently through the space without feeling overwhelmed or lost. As mentioned earlier, signage plays an especially important role for those who find approaching others to be a real challenge. Whether due to social anxiety, language barriers, or simply being new to the environment, not everyone feels comfortable asking for help. In these moments, signage becomes more than just a label. It becomes a bridge. A well-designed sign can quietly offer direction, comfort, and clarity. When that happens, users are given a fair and equal opportunity to access the library's services, spaces, and resources—just like anyone else.

That, to me, is the true power of thoughtful signage.

So yes, signage truly is the unsung hero of libraries. It gives the library a voice without saying a word. All you have to do is read it. So the next time you visit a library, take a moment to notice the signage around you. Appreciate the quiet guidance it offers. If something doesn't make sense, feel free to let the library staff know. We promise we won't shush you for it.



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