



الجامعة الإسلامية العالمية ماليزيا  
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA  
يُؤْتِي الْعِلْمَ رُحْنًا وَإِنَّا بِرُحْنِنَا  
Garden of Knowledge and Virtue

TAWHIDIC EPISTEMOLOGY  
LEADING THE WAY

UMMATIC EXCELLENCE  
LEADING THE WORLD

KHALĪFAH • AMĀNAH • IQRA' • RAHMATAN LIL-ĀLAMĪN

KICT NEWSLETTER

# SPECTRUM

June 2026

Issue 4

EISSN 3083-9904

*Wishing all KICT students*

بالتوفيق والنجاح

*in your final examinations*

**THE HONEST MACHINE:**

*Proposing A Hybrid Verification Model for AI-Assisted Academic Research*

**THE IBIX FRAMEWORK:**

*Immersive Business Intelligence Experience Framework*

**NOT EVERY FRIEND IS FRIENDLY:**

*The Evolving Threat of Online Grooming in Malaysia*

## EDITORIAL BOARD

### CHIEF EDITOR

ASST. PROF. TS. DR. HAZWANI  
MOHD MOHADIS

### SECTION EDITOR

- ASST. PROF. DR.  
NURAZLIN ZAINAL AZMI
- ASST. PROF. DR. NOR  
SA'ADAH MD NOR
- ASST. PROF. TS DR.  
HAFIZAH MANSOR
- ASST. PROF. TS. DR.  
AHMAD ANWAR  
ZAINUDDIN
- ASST. PROF. DR. ATIKAH  
BALQIS BASRI
- ASST. PROF. DR.  
NURHAFIZAH MAHRI
- MDM NOOR AZIAN  
MOHAMMAD ALI

### CONTENT MANAGER

SITI NUR ELLYA SHAHIRA  
AHMAD NIZAM

### COPYEDITOR

SHAFIULLAH WASIQ

## Message from the Editor

Assalamu'alaikum warahmatullahi wabarakatuh,

It is my pleasure to present this Issue No. 4/2026 of the KICT Spectrum, featuring the knowledge, achievements, and impactful contributions of our KICT community. In this edition, we are delighted to feature three insightful articles that explore the evolving relationship between technology, society, and human values.

**Br. Muhd Rosydi Muhammad** presents "The Honest Machine: Proposing a Hybrid Verification Model for AI-Assisted Academic Research," highlighting the importance of balancing AI capabilities with human verification and ethical judgment.

**Ts. Dr. Aidrina M. Sofiadin** introduces the "Immersive Business Intelligence Experience (IBIX) Framework," a forward-looking framework that reimagines traditional business models for the era of intelligent digital ecosystems.

**Dr. Andi Fitriah Abdul Kadir** addresses a critical digital safety concern through "Not Every Friend is Friendly: The Evolving Threat of Online Grooming in Malaysia," emphasizing awareness, protection, and shared responsibility in safeguarding children online.

This issue also celebrates the continuous achievements of our KICT members, including research accomplishments, new grants, appointments, and various academic and community engagement activities. These milestones reflect the dedication, innovation, and collaborative spirit that continue to strengthen KICT's excellence.

My sincere appreciation goes to all contributors, editorial team members, and everyone involved in making this publication possible. May KICT Spectrum continue to serve as a platform for sharing knowledge, inspiring ideas, and celebrating the success of our KICT community.

Happy reading!

*Hazwani*

Chief Editor

# IMMERSIVE BUSINESS INTELLIGENCE EXPERIENCE (IBIX) FRAMEWORK



*Article by:*

**TS. DR. AIDRINA M. SOFIADIN**  
Department of Information Systems  
aidrina@iium.edu.my

The Business Model Canvas (BMC), introduced by Alexander Osterwalder, has become one of the most widely used frameworks for describing how organizations create, deliver, and capture value.

Its simplicity and visual structure have made it a powerful tool for entrepreneurs, educators, and strategists. However, the BMC was designed in an era where business environments were relatively stable, linear, and predictable.

Today, organizations operate in highly dynamic ecosystems shaped by rapid advances in Artificial Intelligence, Extended Reality, and the Internet of Things. These technologies enable real-time data collection, immersive interactions, and autonomous decision-making, fundamentally altering how value is created and experienced. In such environments, static representations of business models are no longer sufficient.

This article introduces the Immersive Business Intelligence Experience (IBIX), a next-generation framework that reconceptualises the business model as a dynamic, adaptive, and experience-centric system. By extending the traditional BMC with layers of intelligence, immersion, and continuous feedback, the IBIX provides a more suitable lens for designing and analyzing business models in digital ecosystems.

## LIMITATIONS OF THE TRADITIONAL BUSINESS MODEL CANVAS

The traditional BMC consists of nine building blocks: customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure. While comprehensive, the framework assumes that these elements are relatively stable and can be defined at a specific point in time.

This assumption presents several limitations in modern digital contexts such as lacks mechanisms for real-time adaptation and does not explicitly incorporate data and intelligence as central drivers of value creation. The BMC does not address the rise of immersive and experiential value delivery, particularly in XR enabled environments. Finally, the model does not include feedback mechanisms that enable continuous learning and optimization.

### THE IMMERSIVE BUSINESS INTELLIGENCE EXPERIENCE (IBIX)

The IBIX extends the traditional BMC by introducing a multi-layered architecture that transforms the business model into a living system. While retaining the nine foundational elements of the BMC, the framework integrates three additional components: the Intelligence Layer, the Experience Layer, and the Continuous Adaptation Loop.

#### ***Core Layer: The Foundational Business Model***

At its core, the IBIX preserves the original nine building blocks of the BMC. These elements remain essential for structuring value creation and organizational design. However, in the IBIX, they are no longer static descriptors but dynamic variables influenced by data and system feedback. For example, customer segments are not fixed categories but evolve continuously based on behavioral data. Similarly, value propositions are not predefined offerings but adaptive configurations tailored to individual user needs.

The Intelligence Layer introduces capabilities derived from AI and data analytics. This layer enables the business model to:

- Personalize offerings in real time
- Predict customer needs and behaviors
- Automate decision-making processes
- Optimize resource allocation

#### ***Intelligence Layer: AI-Driven Adaptation***

By embedding intelligence into the business model, organizations can move from reactive strategies to predictive and proactive value creation. AI systems continuously analyze data streams to refine value propositions, adjust pricing models, and enhance customer engagement.

#### ***Experience Layer: Immersive Value Creation***

The Experience Layer incorporates XR technologies to transform how value is delivered and perceived. In this layer, traditional channels evolve into immersive environments, such as virtual classrooms, augmented retail spaces, or simulated training platforms.

This shift reflects the growing importance of the experience economy, where value is derived not only from functionality but also from engagement, interaction, and presence. XR enables users to actively participate in value creation, blurring the boundaries between producer and consumer.

data generated through IoT devices and user interactions. This loop functions as the system's feedback mechanism, enabling:

- Continuous monitoring of user behavior
- Real-time performance evaluation
- Dynamic adjustment of business model components

Through this loop, the IBIX evolves from a static framework into a self-optimizing system. Each interaction generates data that informs subsequent decisions, creating a cycle of ongoing improvement.

***Continuous  
Adaptation Loop:  
IoT-Enabled  
Feedback***

### APPLICATION IN XR-ENABLED LEARNING ECOSYSTEMS

The IBIX is particularly relevant in the context of digital learning, where personalisation and engagement are critical. Consider an XR-enabled learning platform that integrates AI tutors and IoT-based analytics.

In this scenario, the Intelligence Layer personalises learning paths based on student performance and preferences. The Experience Layer provides immersive simulations, allowing learners to practice skills in realistic virtual environments. Meanwhile, the Adaptation Loop continuously collects data on engagement, comprehension, and progress, enabling the system to adjust content and difficulty levels in real time.

Compared to traditional learning management systems, which deliver standardised content, the IBIX supports a model where education becomes adaptive, experiential, and outcome-driven. This not only enhances learning effectiveness but also creates new opportunities for value capture, such as performance-based pricing and certification services.

As digital technologies continue to reshape industries, the need for more flexible and intelligent business model frameworks becomes increasingly urgent. The Immersive Business Intelligence Experience (IBIX) addresses this need by extending the traditional BMC into a multi-layered, adaptive system that integrates AI, XR, and IoT capabilities. By transforming the business model from a static blueprint into a living, self-optimising system, the IBIX offers a powerful tool for understanding and designing value creation in the digital age. Future research should explore empirical validation of the framework across different industries and further refine its components to address emerging technological and ethical challenges.

# ***CALL FOR ARTICLES***

**Do you have research insights, innovative ideas, project stories, or field experiences that you'd like to share with the KICT community? Spectrum welcomes contributions from our members, researchers, and partners!**

**We invite you to submit articles for our upcoming issue. Please submit your article through the following Google Form.**



**Articles published in KICT Spectrum will contribute to MyRA marks under Section C1g (Marks: 0.0004, indexed journal equivalency 0.2).**

