



Ushering in the Age of Endemic

**THE 11TH INTERNATIONAL INNOVATION,
INVENTION & DESIGN COMPETITION
INDES 2022**

EXTENDED ABSTRACTS BOOK



e ISSN 2756-8733



9 772756 873009

© Unit Penerbitan UiTM Perak, 2023

All rights reserved. No part of this publication may be reproduced, copied, stored in any retrieval system or transmitted in any form or by any means; electronic, mechanical, photocopying, recording or otherwise; without permission on writing from the director of Unit Penerbitan UiTM Perak, Universiti Teknologi MARA, Perak Branch, 32610 Seri Iskandar Perak, Malaysia.

Perpustakaan Negara Malaysia

Cataloguing in Publication Data

No e-ISSN: e-ISSN 2756-8733



Cover Design : Nazirul Mubin Mohd Nor

Typesetting : Wan Nurul Fatimah binti Wan Ismail

EDITORIAL BOARD

Editor-in-Chief

Wan Nurul Fatimah binti Wan Ismail

Editors

Nor Hazirah Mohd Fuat

Noor Fazzriene J Z Nun Ramlan

Dr Nuramira Anuar

Dr Shazila Abdullah

Halimatussaadia Iksan

Iza Faradiba Mohd Patel

Jeyamahla Veeravagu

Mahfuzah Rafek

Nor Nadia Raslee

Nurul Nadwa Ahmad Zaidi

Peter Francis

Zarinatun Ilyani Abdul Rahman

Zarlina Mohd Zamari

The 11th International Innovation, Invention and Design Competition 2022

Organised by

*Office of Research, Industrial Linkages,
Community & Alumni Networking (PJIM&A)
Universiti Teknologi MARA Perak Branch*

and

*Academy of Language Study
Universiti Teknologi MARA Perak Branch*

BIZMART PENDING-SUSTAINABLE FOOD RACK

Putra Faizurrahman Zahid, Nurul Syaquirah Zulqernain, Nik Suriati Nik Hassan,
Siti Sarah Mohamed, Zurina Ismail, Hasnun Anip Bustaman

Universiti Teknologi MARA Kelantan Branch

Email: putraf278@uitm.edu.my

ABSTRACT

Basic social entrepreneurship concept applied in university environment to induce significant changes for community especially students in needs. Foods and drinks placed on open racks is made available from Bizmart UiTM Kelantan, placed strategically along student walkways in the student centre for students to purchase, or to buy on credit (partially or fully on credit), or simply take the food for free if they are in needs. The racks also serve as donation centre where anybody could contribute foods or money to buy foods. All the money collected from sales and donation will be used to repurchased foods and restock the rack for the next turnover.

Keywords: Food bank, Social Entrepreneurship, UiTM Kelantan

1. INTRODUCTION

The objective of this innovation was to serve the university's community of social entrepreneurship model application through blue ocean strategy by Bizmart UiTM Kelantan. The outcome or novelty in social entrepreneurship can be conceptualized as a multidimensional model involving three dimensions: innovativeness, proactiveness, and risk taking. These behavioral attributes are generally consistent with the extant literature in the for-profit domain that identifies entrepreneurship as a behavioral manifestation (Covin & Slevin, 1986), rather than a cluster of traits or individual characteristics or indeed relying on the 'great person' theory of leadership. The findings also provide support for the behavioral conceptualization of social entrepreneurship proposed by Prabhu (1998) and Mort et al. (2003). The conclusion that can be made suggests that the behavior of social entrepreneurs towards risk-taking is substantially different from that found in for-profit literature and in the recent not-for-profit literature attempting to conceptualize social entrepreneurship.

2. METHODOLOGY

Social entrepreneurship strives to achieve social value creation, and this requires the display of innovativeness, pro-activeness and risk-taking behaviour. This behaviour is constrained by the desire to achieve the social mission and to maintain the sustainability of the existing organization. In doing so they are responsive to and constrained by environmental dynamics. They continuously interact with a turbulent and dynamic environment that forces them to pursue sustainability, often within the context of the relative resource poverty of the organization. Therefore, a centre of contribution for university's community opens the

opportunity for philanthropic activity (Ahmad, 2012). The combination of selling and contributing foods introduces a new notion for the model applied by selling foods in cash and credit term applied together with contribution of free foods for the needy. In this model, the special criteria or applicability are when the capital, processing and management fees are not being charged by Bizmart UiTM Kelantan which utilises the entity resources for its own CSR initiative. Every purchase, donation and money go into Bizmart Pending restocking of foods. The entity of Bizmart also optimises its own resources for the project by getting more competitive price of foods purchasing as it owns a retail shop nearby the project location. Of course, the time and management of the university's entity is not paid nor monetary compensated, especially when involving staff and students who are dedicating the CSR for the unfortunates. All the team members from Bizmart Books and Such provide for the needy. This is true according to Do Paço and Agostinho (2012) who stated that agencies need to understand the values of volunteers' motivation. Furthermore, the target community is not segregating the one who could purchase, and the one who could not. In addition, anybody can contribute foods or money for Bizmart Pending anytime and using any method they preferred. This solves the issue of selecting target to those who need to purchase, and who to support (free food), due to the self-assessment criteria in utilizing Bizmart Pending. The distribution is effective due to the self-assessment criteria to the needy and the inexistence of food to waste every turnover (re-stocking of the food). This is correct as per Orgut et al. (2016) as the amount of food undistributed is minimized.

3. CONCLUSION

The potential for commercialization for this project is, this could be implemented in other universities or the area which have a community and an organization that would manage the operation. The stocking and foods repurchase needs to be managed and suitable to entity that ready for social entrepreneurship kind of CSR.

REFERENCES

- Ahmad, J. (2012), Can a university act as a corporate social responsibility (CSR) driver? An analysis", *Social Responsibility Journal*, Vol. 8 No. 1, pp. 77-86.
- Covin, J. G., & Slevin, D. P. (1986). The development and testing of a firm-level entrepreneurship scale. *Frontiers of Entrepreneurship*. Boston, MA: Babson College.
- Do Paço, A. & Agostinho, D. (2012), "Does the kind of bond matter? The case of food bank volunteer", *International Review on Public and Nonprofit Marketing*, Vol. 9 No. 2, pp. 105-18,
- Mort, G. S., Weerawardena, J. & Carnegie, K. (2003). Social entrepreneurship: Towards

Prabhu, G. N. (1998). Social Entrepreneurial Management Leadership in Management.

www.mcb.co.uk/services/conferenc/sept98/lim/paper_a2.htm, Visited 2 Sept, 2017.

Orgut, I. S, Ivy, J., Uzsoy, R. & Wilson, J.R. (2016), Modeling for the equitable and effective distribution of donated food under capacity constraints. *IIE Transactions*, Vol. 48 No. 3, pp. 252-66,

Surat kami : 700-KPK (PRP.UP.1/20/1)

Tarikh : 20 Januari 2023

Prof. Madya Dr. Nur Hisham Ibrahim
Rektor
Universiti Teknologi MARA
Cawangan Perak



Tuan,

**PERMOHONAN KELULUSAN MEMUAT NAIK PENERBITAN UiTM CAWANGAN PERAK
MELALUI REPOSITORI INSTITUSI UiTM (IR)**

Perkara di atas adalah dirujuk.

2. Adalah dimaklumkan bahawa pihak kami ingin memohon kelulusan tuan untuk mengimbas (*digitize*) dan memuat naik semua jenis penerbitan di bawah UiTM Cawangan Perak melalui Repositori Institusi UiTM, PTAR.

3. Tujuan permohonan ini adalah bagi membolehkan akses yang lebih meluas oleh pengguna perpustakaan terhadap semua maklumat yang terkandung di dalam penerbitan melalui laman Web PTAR UiTM Cawangan Perak.

Kelulusan daripada pihak tuan dalam perkara ini amat dihargai.

Sekian, terima kasih.

"BERKHIDMAT UNTUK NEGARA"

Saya yang menjalankan amanah,

SITI BASRIYAH SHAIK BAHARUDIN
Timbalan Ketua Pustakawan

nar

Setuju.

27.1.2023

PROF. MADYA DR. NUR HISHAM IBRAHIM
REKTOR
UNIVERSITI TEKNOLOGI MARA
CAWANGAN PERAK
KAMPUS SERI ISKANDAR