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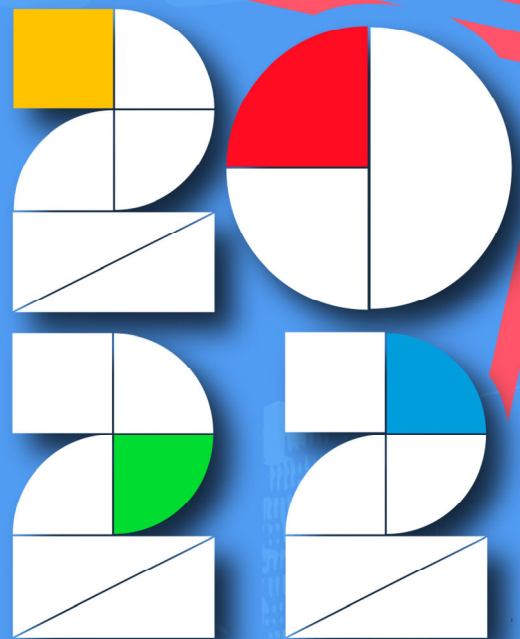
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Reengineering
Knowledge &
Creativity for
Global Excellence

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June



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TECHNOLOGY, SCIENCE, SOCIAL SCIENCES AND
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TeSSH 2022***

**Reengineering Knowledge and Creativity
for Global Excellence**

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30 June 2022
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UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH

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Foreword

The papers compiled in these e-proceedings are papers presented online at Technology, Science, Social Sciences and Humanities International Conference 2022 (TeSSH I 2022) held on 30 June 2022 at Universiti Teknologi MARA (UiTM) Cawangan Kedah, Kedah, Malaysia. With the theme, ***Reengineering Knowledge and Creativity for Global Excellence***, the conference has brought together presenters of diverse background who shared their conceptual and empirical papers in broad areas that are subsumed under the fields of Technology, Science, Social Sciences and Humanities. These e-proceedings comprise current researches that were undertaken with the rigorous endeavour of knowledge enhancement to ensure that the world of academia will continue to flourish. It is thus hoped that readers will significantly benefit from knowledge contained in these proceedings.

TeSSH I 2022 and these e-proceedings would not have been possible without the great efforts from the presenters, and the generous support from the TeSSH I 2022 committee members and the Rector of UiTM Cawangan Kedah, Prof. Dr. Mohamad Abdullah Hemdi. A heartfelt gratitude is extended to all involved. It is hoped that these e-proceedings will be an impetus to stimulate further studies and research that benefit the society at large.

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A Qualitative Study of Entrepreneurial Intention Among UiTM Kedah Accounting Students During Covid-19 Pandemic

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ABSTRACT

COVID-19 was declared a pandemic on March 11, 2020, by the World Health Organization (WHO). The worldwide economy has been hit hard by this pandemic. Reduced productivity, firm closures, and trade disruptions have all had a significant economic impact. The goal of this study is to look at the entrepreneurial intentions of accounting students at UiTM Kedah during the COVID-19 epidemic in a qualitative way. Part seven and part eight of accounting students at UiTM Kedah served as the study's unit of analysis. Since they were technically equipped with commercial operations and initiatives, accounting graduates have an advantage and the ability to be successful entrepreneurs. In this study, the researchers uncovered several factors that impact graduating UiTM Kedah accounting students' decision to start their own firms. The factors include monetary compensation, autonomy, attitude, customer satisfaction, and family influence. This research can help university policymakers, government officials, and entrepreneurship agencies develop future entrepreneurs and promote entrepreneurship as a career choice for graduating students.

Keywords: qualitative study, entrepreneurial intention, accounting students, UiTM

INTRODUCTION

Background of the Study

The unemployment rate in Malaysia was 4.8 percent in February 2021 due to the Covid-19 pandemic, according to the Labour Force Survey, Department of Statistics, Malaysia. An increase in such unemployment rate, issues on graduate unemployment, and periodic news of workers

retrenchment due to the Covid-19 pandemic are giving the picture that the job market is less optimistic thus raising worries over job security in the Malaysian market. The National Entrepreneurship Policy (NEP) is a long-term strategy for Malaysia to become an outstanding entrepreneurial nation by 2030. NEP 2030 outlines five objectives that will be the catalyst for Malaysia to be a united, prosperous, and dignified nation:

1. Creating a holistic and conducive entrepreneurship ecosystem to support Malaysia's inclusive, balanced and sustainable socio-economic development agenda,
2. Creating a nation that possesses and enculturates entrepreneurship thinking
3. Increasing the number of Malaysian entrepreneurs that are of high-quality, viable, resilient, competitive, and possess a global mindset,
4. Improving the capabilities of micro, small and medium enterprises as well as cooperatives,
5. Making entrepreneurship a preferred career choice. (Ministry of Entrepreneur Development and Cooperatives, 2020)

The government has taken several proactive efforts and initiatives to foster entrepreneurship among Bumiputera through its ministry and agencies. According to the SME Integrated Action Plan (SMEIPA) Report 2019 (cited in Ministry of Entrepreneur Development and Cooperatives, 2020), RM13.7 billion was spent by various ministries and agencies to conduct 153 entrepreneurship development programmes, benefitting 637,808 participants.

The Malaysian Academy of SME and Entrepreneurship Development (MASMED) merged the efforts of three Universiti Teknologi MARA centres dedicated to the development of the entrepreneurial spirit: the Malaysian Entrepreneurship Development Centre (MEDEC), the Tunas Mekar Project, and the Entrepreneurship Research and Support Centre (ERSC). The mission of MASMED is "Transforming lives through entrepreneurship" with the strategy to develop student's skills and interest in a conducive entrepreneurship ecosystem through business zoning, start-up programmes, business incubators, and attachment opportunities in successful Small & Medium Enterprises (SMEs) that support student-owned businesses. Furthermore, the Ministry of Higher Education organizes entrepreneurship programmes to introduce Malaysian youth and graduates to the concept of entrepreneurship, to foster their awareness and interests, and to assist them in discovering opportunities in the business world (Shamsuddin et al., 2018).

Problem Statement

On 11 June 2019, The Malaysian government launched the National Entrepreneurship Policy 2030 (NEP 2030) to foster an entrepreneurial culture. Entrepreneurship is one of the engines to stimulate socio-economic development. Instead of relying solely on foreign investment, there is a need to foster local entrepreneurship within the community to ensure long-term socioeconomic sustainability. The entrepreneurship industry is expected to contribute 50% of its total domestic gross product by 2030. (NEP, 2020). In line with this initiative, there is very strong encouragement to become an entrepreneur as a well-respected career profession. However, study by Suraya, Pang, Aishah, and Zubaibad (2015) pointed out that an increasing number of graduates from higher education institutions became a trigger for youth became unemployment. According to the Department of Statistics Malaysia, the number of unemployed graduates in 2019 was 170.3 thousand persons and which shows an increase of 5.5 percent (2018: 161.3 thousand persons). Active unemployed graduates accounted for 74.8 percent (127.4 thousand persons) of the total unemployed graduates.

Besides all the efforts that have been put on by the Malaysian government the fact is, the involvement of graduates in entrepreneurship is still at a fairly low level. The graduates prefer to be employed by organizations elsewhere rather than be self-employed (Norasmah, 2004). Furthermore, based on the entrepreneurial spirit index, Malaysian entrepreneurial activity remains low when compared to developed nations. According to the Global Entrepreneurship Monitor (GEM) study in 2017, Malaysia has just a -0.03 composite index for entrepreneurial spirit, ranking 28th out of 54 nations.

University Teknologi MARA is a public university in Malaysia that offered various entrepreneurial academic programs to the students to shape their entrepreneurial knowledge, skills, and attitude. Entrepreneurial intention is found to determine students' willingness to engage in entrepreneurial activities in the future and it may be affected by many factors. Hence, the main purpose of this study is to obtain a clear picture of entrepreneurial intention from a student's perspective. This study focuses on the entrepreneurial intention among part seven and eight-degree accounting students of UiTM Kedah.

LITERATURE REVIEW

Entrepreneurship

Entrepreneurship is defined as a financial risk taken by one or more people to achieve a variety of goals. In the last few decades, researchers have presented several definitions that vary in their features of risk-taking, innovation, job generation, and a variety of other characteristics. As cited in Nahida and Tazinur (2020), an entrepreneur, according to Knight (1921), is a man who takes calculated risks and converts uncertain endeavours into profitable outcomes. Luth (2003) defines them as "individuals who seize market opportunity through technical and/or organisational innovation," whereas Drucker (1970) emphasised their risk-taking characteristics. In a prominent study at the turn of the century, ninety traits were discovered in the endeavour to define the characteristics of entrepreneurship (Gartner, 1990). Entrepreneurs are also motivated to accomplish something useful or helpful for others by their philanthropic character, moral ideals, and empathy for society (Austin et al., 2006; Choi & Majumdar, 2014; Dacin et al., 2011; Zahra et al., 2009). Entrepreneurship is stimulated by achieving any personal objective or realising a dream through invention. By introducing something creative to the market as a sort of commerce, a man might achieve prestige and popularity in society (Bacq & Alt, 2018).

Entrepreneurship takes a long time to develop and has a significant impact on a country's economy. Entrepreneurship has a substantial impact on propelling a country's economy, according to past studies (Geldhof et al., 2013; Ahmad & Xavier, 2012; Tucker & Selcuk, 2008).

Entrepreneurial Intention

Psyche scholars have been drawn to entrepreneurship studies to better understand the psychology of entrepreneurs who start new enterprises (Usman & Yennita, 2019). Furthermore, academics attempt to integrate the psychology of entrepreneurs with the conditions they face. Entrepreneurs, on the other hand, have a significant interest in entrepreneurship since it connects their psychology with their entrepreneurial activity (Sheppard et al., 1988). Several authors have discussed entrepreneurial purpose in many papers, such as Ajzen in 1991, who defined it as "[the] signs of how hard people wish to try, how much effort they want to apply, and to carry out acts." Entrepreneurial intention is defined by another author, Alferaih (2017), as a person's desire to start a new business. Furthermore, according to Fragoso et al. (2019), it is a person's view that an entrepreneurial profession is the finest vocation and that he or she should pursue it by involving himself or herself in the formation of a firm. However, a lot of studies have been conducted to identify and investigate the behaviour of students, particularly university students, who are interested in pursuing entrepreneurial goals (e.g., Palmer et al., 2015; Patache & Mitran, 2014).

The level of entrepreneurial intentions of students, particularly those who pursue business ideas while making decisions to implement the business idea, is related to their level of entrepreneurial intent (Usman & Yennita, 2019). Nasip, et al., (2017) discovered that students who have a higher tolerance for ambiguity are more likely to have a strong desire to start their businesses. They also suggested that students should be supported and prepared with innovativeness, self-confidence, risk-taking ability, desire for accomplishment, and uncertainty to define effective entrepreneurial role models. According to a recent study, the entrepreneurial purpose is mostly driven by two factors: passion and inventiveness (Biraglia & Kadile, 2017).

Entrepreneurial Intention in Malaysia

According to Ahmad and Xavier (2012), the increase in entrepreneurial activity in Malaysia is somewhat encouraging, but nature and structure are less. So they reasoned that, in comparison to other countries in the Global Entrepreneurship Monitor (GEM), Malaysian entrepreneurs still had a low level of entrepreneurial intent. Their research discovered that young entrepreneurial enterprises are still making a slow contribution to Malaysia's economic development, even though new business ventures are anticipated to create jobs, increase the economy, and distribute income more evenly. Because early entrepreneurial activity rates in Malaysia are relatively low within the 18–24-year age group, the aim is unrealistic (12 percent). Another study by Mohd Zain and Mustapha (2012) discovered that Bumiputera youth had a favourable attitude toward global commercial ventures. Aside from that, Turker and Selcuk (2009) found that two subgroups of their suggested model were important predictors of entrepreneurial intention in their survey, which include educational support, which focuses on a supportive university environment, and structural support, which focuses on the colouring of all sectors of society. Personality traits appear to be present in these contextual elements in whatever form they take.

In terms of youth entrepreneurship, Kadir & Merican, (2017) argue that the desire to become an entrepreneur should begin at a young age, although this is not a new trend in Malaysia. The Malaysian government has been encouraging young people to start their businesses by providing tax breaks, business advisory loans, and financial aid to people of all races to encourage them to do so and to continue to help them as their enterprises grow.

METHODOLOGY

Qualitative Research

The qualitative research methodology is used in this study. Qualitative research is a method for gaining a better understanding of how individuals perceive and make sense of their experiences and the environments in which they live. According to King N., & Horrocks C., (2010), qualitative research has become a popular methodology in social science because it allows researchers to investigate what people think and feel, as well as how they cope with specific events (Kahn and Canell, 1957; Seale, 2004). It was also mentioned that qualitative research is important since it aids in understanding and describing events and experiences (Willig, 2008). Furthermore, qualitative research is effective in acquiring specific information about a population's values, beliefs, actions, and social situations. (A Data Collector's Field Guide to Qualitative Research Methods).

According to Roziya Abu., (2014), qualitative research is valid when it focuses on the question of whether the researcher correctly understood the study's findings. The notions of trustworthiness and authenticity - the genuine value of the study - are used to measure qualitative research quality. And a qualitative study is considered reliable if it can demonstrate the participants' realities and views (Henn et.al 2008). In terms of reliability, it refers to the consistency of the results throughout the study or the consistency of the instrument utilised (Gorman, GE & Clayton, P., 2005). As a result, several sources of evidence are required to establish the study's relevance as well as its credibility (Yin, 2009).

Furthermore, the qualitative technique was chosen because it allows for the collection and insertion of precise descriptions, which are required for this study to meet the specific goals outlined in Chapter One: to qualitatively explore the entrepreneurial intention of UiTM Kedah accounting students.

Method Used –Case Study Methodology

According to Yin (2009), case study research allows the researcher to gain a thorough grasp of real-life events. The case study approach can thus be employed in instances where there is

uncertainty or no clear or single set of outcomes. The researchers' motivation for adopting the case study technique in this study is to better understand the elements that influence accounting students' desire to establish their business after graduation. The descriptive nature of the case study will allow for the researcher to have a better understanding of the above matter. The case study method was used to collect data from students in parts seven and eight who will graduate in less than a year. Therefore, the unit of analysis is individual.

Sampling

According to O'Reilly and Parker (2013), sample adequacy in qualitative research is defined by the appropriateness of the data rather than the number of participants. As a result, the sample size estimated for this study was an educated guess. When compared to quantitative research, the sample size for qualitative research is less. The suitable sample size, on the other hand, should be large enough to acquire enough data to demonstrate and prove the study interest as well as to answer the research questions. It's also important to remember that the goal of qualitative researchers should be to achieve saturation. Saturation occurs when a researcher increases the number of participants in a study but receives no extra results or information. In other words, without the additional participants, the solution is essentially the same (Glaser & Strauss.,1967). In addition, according to Magilvy and Thomas (2009), the acceptable use sample for qualitative research might range from three to five individuals to as many as twenty.

For the purpose of the study, data was collected from part seven and part eight of UiTM Kedah accounting students. The samples were selected based on purposive sampling, also known as targeted sampling (Yin, 1989; Patton, 2015). The reason for choosing this sampling strategy was to select as many relevant respondents as possible who can formulate an answer regarding the central research question (Yin, 2018). Moreover, the cooperation willingness of the respondents was also an important criterion in sampling the cases for the study (Yin, 2018).

Selection of Informants

One-hundred and sixty-eight UiTM Kedah accounting students from parts seven and eight were contacted through the WhatsApp application, explaining to them the purpose of the study, and asking them whether they would like to participate. The students were contacted with the question of whether they had the intention to start up their own business after graduating from UiTM and if so if they are willing to participate in the study. Eventually, six students met both conditions and formed the final sample. All the students in the sample had the intention to start up a business after graduation. As such, this case was suited to inform the research question.

Profile of the Informants

Six informants had been selected for this study. The profile of informants are as follows:

Table 1 Profile of the Informants

1. Informant	2. Age	3. Gender	4. Hometown	5. Type of business plan to venture	6. Do your parents own a business
I A	23	Male	Kedah	Retailer (Supermarket)	Yes
I B	23	Female	Penang	Food and beverage (Bakery)	Yes
I C	23	Male	Kedah	Food and beverage	No
I D	23	Female	Kedah	Cosmetics	No
I E	23	Male	Selangor	Food and beverage	Yes

I F	23	Female	Perak	Food and beverage (Restaurant)	Yes
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Research Instrument and Data Collection Method

The research instrument for this research would be an interview. Sekaran, (2003) mentioned that an interview is an art of data collection, and the session should be focused on obtaining information on the issue of interest. There are certain types of information that can be obtained by the nature of the respondents themselves but certain questions and how the questions are to be asked would depend on the characteristics of the respondents as well (Denzin, 1978; Sekaran, 2003).

For this study, the interview will be held with all the six informants through the Google Meet application. The shared experiences will be measured using semi-structured interviews. To ensure that all-important words and experiences be collected accordingly, all interviews will be recorded. It was also mentioned that some interviews need to be held with open-ended in nature as it will lead to a better at-depth understanding of the issue. The interview will also be held in an informal and friendly situation.

Before the interview, the informants were contacted by phone to discuss the study objective and the interview questions that would be asked during the interview sessions. The informants were asked for their permission to record the interview before it began. It was also made clear that the recordings would be kept confidential and that, if the informants so desired, they may be destroyed when the study ended. All interviews were recorded via the Google Meet application and were transcribed verbatim afterward. The informants were told that all information would be handled anonymously by the researcher. Each interview lasted approximately 7 to 12 minutes.

Table 2 Interview Questions

No.	Research Objective	Interview Question
1.		Demographic profile of informants (Age, gender, hometown, type of business that plan to venture, do your parents own a business?)
2.	To qualitatively investigate the entrepreneurial intention of UiTM Kedah accounting students.	Why do want to be an entrepreneur?

ANALYSIS AND FINDINGS

Transcribe and Coding

Below are the findings of the interviews.

Table 3 Transcribe and coding

Informant	Why do you want to be an entrepreneur?	Code
I A	Because I can generate more income by using the perfect strategy. Influence from father's business and do not have restricted time	Monetary reward / family / autonomy
I B	I love to do business. I started business since form three. I helped my father to sell top-up in my hostel. Then I help my mother sell the scarf to my teachers. I feel happy when my goods are sold.	Attitude / family
I C	I want to generate more income. I like to serve people with my product and feel honored if they are pleased with my product.	Monetary reward / customer satisfaction

I D	I want to give benefits to others and unlimited earning possibilities.	Monetary reward / customer satisfaction
I E	I want to work for my own self. I have started business since I was in high school	Autonomy / attitude
I F	Because I'm interested in business. Malaysia's minimum wage is below average compared to other progressing countries. To survive, we had to be creative with our living. That is why I decided to become an entrepreneur to build my own empire and ensure the future generation does not have to live off minimum wage.	Attitude / autonomy / monetary reward

The result of transcribing the interview and coding the findings to assign a theme is shown in Table 3. The researcher did the transcription and coding manually, by listening carefully to the recorded interviews to determine the meaning and attempting to assign the theme based on resemblance. The study discovered five characteristics that influence students' decision to establish their own business after graduation. Monetary reward, autonomy, attitude, customer satisfaction, and family influence were the five factors.

Codes and Supporting Cases

Table 4 Codes and supporting cases

CODES	SUPPORTING CASES	SCORE
Monetary reward	I A, I C, I D, I F	4/6
Autonomy	I A, I E, I F	3/6
Attitude	I B, I E, I F	3/6
Customer satisfaction	I C, I D	2/6
Family	I A, I B	2/6

According to table 4, codes, and supporting cases, most of the informants said they want to be entrepreneurs for the monetary reward, with a score of 4/6, followed by autonomy, with a score of 3/6. The next factor was attitude, followed by customer satisfaction, and finally by family influence.

Codes and Supporting Evidence

Table 5 Codes and supporting evidence.

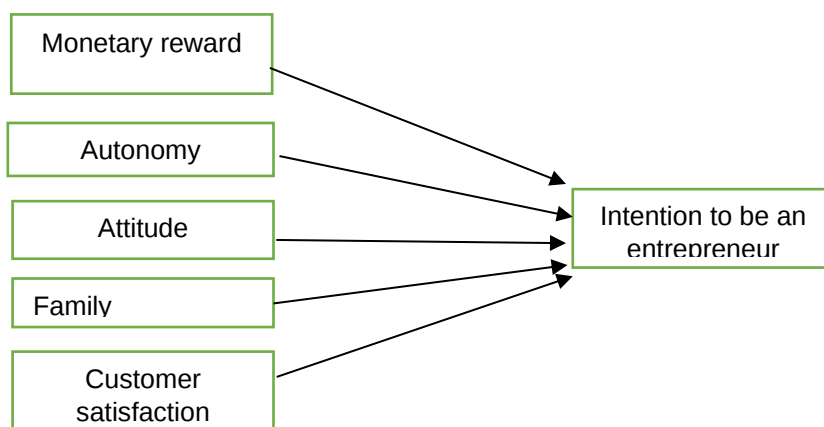
CODE	SUPPORTING EVIDENCE
Monetary reward	Because I can generate more income by using perfect strategy. "I A" I want to generate more income. "I C" unlimited earning possibilities. "I D" ensure the future generation does not have to live off minimum wage. "I F"
Autonomy	 do not have restricted time. "I A" I want to work for my own self. "I E" That is why I decided to become an entrepreneur to build my own empire.... "I F"
Attitude	I love to do business. "I B" I have started business since I was in high school. "I E" Because I'm interested in business. "I F"
Customer satisfaction	I like to serve people with my product and feel honoured if they are pleased with my product. "I C" I want to give benefit to others.... "I D"

Family	Influence from father's business.... "I A" I helped my father to sell top-up in my hostel. Then I help my mother sell the scarf to my teacher. "I B"
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Based on the emergent of several themes, the findings from the interview suggest that the factor influencing the accounting students in the intention to start a business are the monetary reward, autonomy, attitude, customer satisfaction, and family.

Mapping of the Propositions

Figure 1 Visual representation of the propositions



The researchers have created a mapping of propositions based on the findings. According to the research objective "To qualitatively explore the entrepreneurial intention of UiTM Kedah accounting students," the researchers discovered that monetary reward, autonomy, attitude, customer satisfaction, and family are the elements that impact the students' decision to become entrepreneurs. Some informants expressed an interest in becoming entrepreneurs because they believe they will be able to earn more money this way (Informants A, C, D, and F). Informants A, E, and F also claimed that they want to be entrepreneurs since it allows them to have their autonomy in terms of time and freedom. Only two respondents indicated that they assisted their parents in running the family business, making family influence the least essential aspect (Informants A and B).

DISCUSSION

Entrepreneurship has emerged as a critical factor in Malaysia's economic growth. Many entrepreneurship development programmes have been implemented, but few organisations continue to focus solely on young entrepreneurs. To ensure the success of future young entrepreneur programmes, it is necessary to first understand what motivates future young entrepreneurs to start a business. The researchers discovered several motivation factors that influence graduating UiTM Kedah accounting students to start their businesses in this study. Monetary reward, autonomy, attitude, customer satisfaction, and family influence are the factors. The researcher also discovered that most respondents agreed that monetary reward is the most important motivating factor in starting a business, while family influence is the least important.

The study's findings have significant implications for graduating students, advisors, and organisations that provide training for young entrepreneurs and policymakers. Basically, a better understanding of the factors influencing students' intention to start a business can help them grasp their motivations and capabilities. Motivation factors can also contribute to developing better corporate strategies for young entrepreneurs and their advisers (Rouse & Jayawarna, 2006).

In terms of theoretical implication, the findings of this research let the readers know the mindset of the graduating accounting students in UiTM Kedah about entrepreneurship and how their entrepreneurial intention is influenced by personal beliefs and social pressures. These findings can also be compared to the influencing factors of other research conducted on the different university students or different countries.

CONCLUSION

Despite the Covid-19 pandemic, UiTM Kedah accounting students in parts seven and eight still have little desire to start their businesses. It appears that the pandemic has had little impact on the students. However, the government should provide appropriate business strategies to the students that have the intention of entrepreneurial development. To ensure substantive results, well-trained and properly supported staff must have funding available to support these future young businessmen, especially those with limited business experience, the concept of the company strategy is to be in line with the commercial approach to train these future youth entrepreneurs. They should be supervised by qualified and experienced business coaches who provide advice and guidance. The government also needs to be able to provide grants, training seminars and mentoring (peer learning) for those young entrepreneurs who one day have the potential to contribute to economic growth and job creation for Malaysia to be efficient and transparent.

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