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BUMIPUTRA ENTREPRENEURS' PERCEPTION AND PROPENSITY TO SUSTAINABLE ENTREPRENEURSHIP

Wei-Loon Koe¹, Roaimah Omar², Izaidin Abdul Majid³

Universiti Teknologi MARA¹

Kampus Bandaraya Melaka

Malaysia

koeweiloon@yahoo.com

Universiti Teknologi MARA²

Kampus Bandaraya Melaka

Malaysia

Pejabat Hal Ehwal Pelajar dan Alumni³

Universiti Teknikal Malaysia Melaka

Malaysia

Abstract

Islam emphasizes on making a living through entrepreneurship and also conserving natural capital. The Islamic teaching is very much related to sustainable entrepreneurship. As an Islamic country, there is a great number of Muslims living in Malaysia. However, how Muslim entrepreneurs perceive sustainable entrepreneurship still remains unknown. As such, this study was conducted to examine the influence of Bumiputra entrepreneurs' perceptions on the propensity to sustainable entrepreneurship. Based on the questionnaire survey conducted on 242 randomly selected Bumiputra entrepreneurs in Malaysia, the results concluded that perceived desirability and perceived feasibility significantly and positively influenced their propensity to sustainable entrepreneurship. The findings have shed some light on the importance of perception in promoting sustainable entrepreneurship. Suggestions for future researchers have also been put forth.

Keywords: Bumiputra, Entrepreneurship, Propensity, Sustainability