

UNIVERSITI TEKNOLOGI MARA

**THE INVOLVEMENT OF STUDENTS
IN ONLINE BUSINESS AS YOUNG
ENTREPRENEURS: A STUDY IN
UITM SHAH ALAM, SELANGOR**

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ABSTRACT

The lack of involvement of students in online business and not knowing the advantages of being a young entrepreneur is becoming a growing concern among the young generation. The problem can be solved if many students are attracted to join and do an online business for their work career opportunities. This matter needs to have improvements and also provide enough of understanding at the role that is potential towards the students as young entrepreneurs to fulfill the needs from the customers and also for their career. Therefore, the implementation of approaches that is strategic is crucial so that can able to plan and manage those young entrepreneurs that can able to fulfill their roles in business. This research also aims to study the involvement of students in online business as young entrepreneurs: a study in UiTM Shah Alam, Selangor. It specifically studies UiTM Shah Alam students as representative of the population in the context of my research study. This research is based on data collected from the respondents through a questionnaire and also an interview session that describes their demographic status, the factors of involvement in online business, and the issues and challenges that they have been facing. The data were analyzed to evaluate and determine the backgrounds of UiTM students in online business and the demographics, as well as the factors of UiTM students, involve in online business as young entrepreneurs. The research suggested that students can generate profits so that they can able to use it for better purposes in the future. The results of the study show that social media is the highest factor that is able to influence the involvement of students to involved in online business. Moreover, it is agreed other factors such as encouragement sources, technologies and low cost can also able to influence students to involve in doing an online business. The results also show that there are issues and challenges that have been faced by the students when handling their online business such as time management, financial matters, customers behaviour, and plagiarism. This means that good management and a well-established approach are essential for the UiTM students to be successfully involved in online business and they can able to become successful young entrepreneurs. This study hopes that it can help give contribute to the involvement of students in online business as young entrepreneurs.

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