

**UNIVERSITI TEKNOLOGI MARA**  
**FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES**



**THE INVOLVEMENT OF ALUMNI FROM THE FACULTY OF ADMINISTRATIVE  
SCIENCE AND POLICY STUDIES (FSPPP) SARAWAK IN ENTREPRENEURSHIP:  
ONLINE BUSINESS**

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### **iii. ABSTRACT**

This qualitative research study investigates the engagement of alumni from the Faculty of Science Administrative and Policy Studies Sarawak (FSPPP) in entrepreneurship, specifically focusing on the realm of online business. Utilizing a snowball sampling technique, we conducted in-depth interviews with eight participants to explore their experiences in the online business landscape. The findings of our research provide a nuanced understanding of the factors influencing the involvement of FSPPP alumni in online business. Through the voices of our participants, we gained insights into the challenges they face and the advantages and disadvantages they perceive as business owners in the online sphere. This study highlights the importance of alumni perspectives in comprehending the dynamics of online business. It provides a groundwork for future research and interventions to support entrepreneurial efforts in the constantly evolving digital landscape.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

The world of business started with bartering, as people traded goods for other goods that they offer. It is an activity that is full of creativity, innovation, seeking for opportunities and also risk-taking. Hence, engagement in self-employment has been emphasised by many people especially among individuals that have graduated from universities where series of entrepreneurship subjects have been designated in order to develop students' skills in strategizing plans for future plan after graduation (Affero Ismail, Wan Nurashida Adnan, Alias Masek, Razali Hassan, Suhaizal Hashim and Mohd Erfy Ismail, 2019). In other words, entrepreneurship has been identified as a vital contributor to long-term economic growth and development since it does not only provide more job opportunities, but also increases market spending, knowledge transfers, and enhance innovation among individuals (Natanya Meyer, Jacques de Jongh, 2018). As mentioned in (Song, Thominathan, & Amin, Entrepreneurial Intention of UiTM Students and the Mediating Role of Entrepreneurship Education, 2021), Malaysia emphasised on entrepreneurial education because it is expected to help in reducing graduates' unemployment levels in the country and promote innovativeness by funding the educational institutions (Saw - Imm Song, Santhanamery Thominathan, Nor Aminin Khalid, Entrepreneurial Intention of UiTM Students and the Mediating Role of Entrepreneurship Education, 2021). This can be seen from graduated students of Faculty of Science Administrative and Policy Studies Sarawak (FSPPP) Alumni from University Technology MARA Cawangan Sarawak (UiTM) that are currently participating in the process of conducting an online business.

Moreover, the invention of the internet has led to many types of virtual communications and virtual communities. Since 1990, the possibility of making use the benefits using the internet became common and its use due to features such as hypertext and multimedia grew rapidly. Therefore, Malaysia has initiated Entrepreneurship Action Plan of Higher Education Institutions (2016-2020) to promote entrepreneurship and the development of the local higher education institutions (HEIs) to inspire students to start doing and conducting a business after they graduate as a learning process that can create a more practical, creative and innovative human being especially in this digital era where online businesses are getting popular nowadays

## CHAPTER 2

### LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

#### 2.1 Literature review

##### 2.1.1 Motivation factors

The entrepreneur is taken from the French verb, “enterprendre”, which interprets as “to undertake” where the person is someone who has the ability to recognise the chances in business venture and brave to take risks to achieve maximum satisfaction from the experiences (Sucheta Agarwal, Veland Ramadani, Shqipe Gerguri-Rashiti, Vivek Agrawal and Jitendra Kumar Dixit, 2020). Entrepreneurship plays an important role in the stabilization of economic activities in any country. Therefore, through empirical observation on (Ahmed, 2019), it has outlined that the individual must be provided with healthy opportunities to become creative and innovative as the involvement in entrepreneurship. Accordingly, critical evaluation of this research hence outlines that providing encouragement and room for individual to become young entrepreneurs through different platforms along with the inclination to take risks is crucial to boost individual’s entrepreneurship. In parallel, the experiences that the individual will gain from the involvement and the exposure that they receive through entrepreneurial activities can capitalize to face higher obstacles of professional life in business venture. Moreover, the important characteristics that encourage the participation of the young people to be involved with business world are;

- i. Family influences
- ii. Self-belief
- iii. Entrepreneurial opportunities
- iv. Education
- v. Societal views about entrepreneurship
- vi. Creativity and innovation
- vii. Politics and corruption practices
- viii. Risk possibilities
- ix. Availability of fund