

**A STUDY ON KNOWLEDGE OF INFORMATION COMMODITY  
BASED BUSINESS AMONGST BUMIPUTERA ENTREPRENEUR**



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#### **4. Enhanced Research Title and Objectives**

##### **Original Title as Proposed:**

A Study on Knowledge of Information Commodity Based Business amongst Bumiputera Entrepreneur

##### **Original Objectives as Proposed:**

This study embarks on the following objectives:

- 1) To identify the level of knowledge on information commodity-based business amongst Bumiputera entrepreneur.
- 2) To find out the annual income generated by Bumiputera's company.
- 3) To determine the relationship between the level of knowledge on information commodity-based business and income generated by Bumiputera's company.

## **5. Report**

### **5.1 Proposed Executive Summary**

Bumiputera entrepreneurs have overlooked the opportunity in offering information as a commodity for income generation. As the world's economy enters the information age, there are many possibilities for establishing information and knowledge based businesses within the global information and knowledge economy. Moreover, Coulson-Thomas (2000) stated that in order to create a growing proportion of the wealth within an increasingly information, entrepreneurs need to understand how to access and work with information. Then, share and create conditions in which its use leads to the development and application of knowledge and understanding. Thus, it becomes a source of intellectual capital through its expression in goods and services that provide value to the customers. The purpose of this study is to evaluate the knowledge on information commodity based business amongst Bumiputera entrepreneur. This study will be carried out in two phases. The preliminary phase will involve qualitative investigation which uses document analysis. The findings obtained from the preliminary study are expected to help in developing the questionnaires for the survey. The next phase will involve a survey that will be conducted with the purpose of collecting research data. Questionnaires will be distributed to a random sample of 100 Bumiputera entrepreneurs in Shah Alam. The findings obtained from data analysis and interpretations of valid questionnaires are expected to help researcher in generating the research report. Result of this study would include an evaluation of knowledge on information commodity based business amongst Bumiputera entrepreneur. These results are expected to lead towards the development of theoretical model for evaluation information commodity as an income generation. This study contributes in information commodity modelling. It will boost income generation among Bumiputera entrepreneur through offering information as a commodity in the information industry.

## 5.2 Enhanced Executive Summary

As the world's economy enters the information age, there are many possibilities for establishing information and knowledge based businesses within the global information and knowledge economy. Knowledge creation is becoming increasingly important to the success of organizations because it is the source of most innovation. There is simply enormous potential for knowledge entrepreneurship, performance improvement and developing the additional knowledge needed to deliver greater customer and shareholder value (Coulson-Thomas, 2003). Coulson-Thomas (2000) stated that in order to create a growing proportion of the wealth within an increasingly information, entrepreneurs need to understand how to access and work with information. Then, share and create conditions in which its use leads to the development and application of knowledge and understanding. Thus, it becomes a source of intellectual capital through its expression in goods and services that provide value to the customers. The term "intellectual capital" encompasses all forms of corporate knowledge that can be converted into profit (Coulson-Thomas, 2004). Over the past 30 years, the dominant theories in entrepreneurship have sought to explain entrepreneurship as a function of the types of people engaged in entrepreneurial activity and, as a result, have largely overlooked the role of opportunities (Eckhardt & Shane, 2003). They are also missing exciting opportunities for creating new knowledge-based offerings, such as personalised information, learning and support services in exploiting possibilities for generating additional revenues. Not even that, many organizations lack of opportunity to make a strategic contribution to knowledge and value creation and the achievement of organization objectives. Hence the critical importance of undertaking a fundamental review of organization learning strategy. There is considerable scope for both improving the performance of existing operations and creating new knowledge-based products and services (Coulson-Thomas, 2003). Overall, in many sectors, market leadership will be obtained by those who venture beyond the passive importation and sharing of existing information, knowledge and understanding. Tailoring responses and differentiating the ability to learn quickly and effectively is a source of both value and competitive advantage. The most successful enterprises will evolve into

communities of knowledge entrepreneur. Thus, much greater effort needs to be devoted for obtaining, developing, sharing and exploiting information.

### **5.3 Introduction**

The entrepreneurs are the influential force that makes the business world dynamic. The development of entrepreneurship has been growing in importance in Malaysia. The perceived importance of entrepreneurship to the growth of Malaysia's economy is evidenced by the sheer amount and variety of supporting mechanisms and policies that exist for entrepreneurs, including funding, physical infrastructure and business advisory services. Considered as one of the growth engines for a nation – creating jobs, inventions and diversity, entrepreneurship is a process of starting a business venture, organizing the necessary resources and assuming the associated risks and rewards (Firdaus, et al., 2009). There have been several studies which define meaning of entrepreneurship. Gartner (1989) defined it as the creation and management of new business and the characteristics and special problems of entrepreneurs. while Hisrich and Peters (1992) defined it as the process of creating something different with value by devoting the necessary time and effort, assuming the accompanying financial, psychological, and social risks and receiving the resulting rewards of monetary and personal satisfaction. More specifically, Amit et al. (1993), defined entrepreneurship as the process of extracting profits from new, unique, and valuable combinations of resources in an uncertain and ambiguous environment. In addition, according to Daughety and Reinganum (2009) an entrepreneur is someone whose talent in a new venture is unknown by the other market participants. On the other hand, the entrepreneur is likely to have some private information about their own talent and new venture. Thus, information entrepreneur need curiosity and drive to undertake intelligent searches and to be able to judge or determine the significance, relevance and the value of what they uncover.

As Malaysia move from the industrial age to the information age and soon to the knowledge-based economy, the selling, transporting and manipulating of