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RECTOR'S MESSAGE



Congratulations Faculty of Business and Management of Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani on the publication of the 6th Volume of FBM Insights!

I am very pleased to know that there are more than 40 authors and more emerging issues are being presented in this latest volume of FBM Insights. This portrays that UiTM Kedah Branch is actively involved in disseminating business related information and knowledge to the public.

I hope this bulletin can provide an opportunity for the Faculty of Business and Management staff to produce more academic materials and develop their skills in academic and creative writing. Furthermore, more initiatives should be launched to support this life-long process.

Again, well done to the Faculty of Business and Management and those who were involved directly and indirectly with the publishing of FBM Insights Vol.6. I wish FBM Insights all the best and continue to grow and move rapidly forward in the future.

Prof. Dr. Roshima Haji Said
Rector
Universiti Teknologi MARA (UiTM)
Cawangan Kedah



السلام عليكم ورحمة الله وبركاته

Assalamualaikum warahmatullahi wabarakatuh

Welcome to the 6th Edition of FBM Insights 2022. This edition boasts 40 articles by the academics of Faculty of Business and Management UiTM Kedah Campus. The topics involved a broad range of business and management knowledge. Congratulations to all authors for your endless support and valuable contribution to the newsletter.

FBM Insights was mooted in 2020 and it came about with the intention to encourage and improve research writing activities among the lecturers of UiTM Kedah's Business and Management Faculty. As the editions progressed, the support from the academics has not faltered. I hope the support continues in editions to come.

I would like to congratulate the editors and the committee for the hard work and perseverance in managing the newsletter. All the best to everyone and thank you again.

Dr. Yanti Aspha Ameira Mustapha
FBM Insights Advisor

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ENTREPRENEURS AND PASSION FOR BUSINESS

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INTRODUCTION TO PASSION

Entrepreneurs are active in a wide range of industries that benefit the nation. They produce goods and services for the domestic and global markets to meet consumer demands. They are uniquely capable of recognising business opportunities and envision how they can be realised. They require passion as their driving force to accomplish this.

Entrepreneurs are passionate about what they do. This passion is essential to their entrepreneurial activity. Success is propelled by passion. It is one of the most important qualities that all successful entrepreneurs must possess. It is about their ambition and their passion for what they do, which provides them with a unique perspective on the world that few others share. In other words, passion is a strong desire for an activity that many individuals value highly, enjoy fervently, and are willing to invest time and effort to pursue (Vallerand et al., 2003). Entrepreneurial passion is the positive emotion that entrepreneurs possess toward entrepreneurial work (Ho & Pollack, 2014). This has become one of the most crucial affective experiences to be gained by entrepreneurs (Stroe, 2017) with different types of passion lead to different outcomes on entrepreneur subjective well-being (Bayraktar & Jiménez, 2022) and entrepreneur intention (Murad et al., 2021).

WHICH PASSION IS GOOD?

Passion comes naturally; it is not able to be taught or gained. It fuels the effort, tenacity, and inventiveness needed to achieve objectives and make noteworthy accomplishments possible. A dualistic model of passion was developed by Vallerand et al. (2003). This paper review passion is either harmonious or obsessional. These different types of passion can be identified by how deeply ingrained the passionate activity is in the person's identity. Subsequently, Vallerand et al. (2010) presented a dualistic model for entrepreneurial passion, which includes aspects that provide insight into how individuals might integrate their enthusiasm with other aspects of their lives.

Accordingly, entrepreneurs with an obsessional passion will experience an overwhelming drive to engage in activities that they believe to be significant and rewarding. During and after participating in such activities, they experience conflicts and other unfavourable affective, cognitive, and behavioural effects. Obsessive passions are associated with strict persistence in the subject of the obsession. While such persistence could result in certain advantages, like greater performance at the activity, it might also come at a cost to the person because it demands a lack of flexibility, which could result in less-than-ideal functioning within the limitations of the passionate activity. Such rigid persistence may also cause the person to become frustrated when he or she is unable to engage in the passionate activity and encounters conflict with other elements of his or her life when doing so.

In contrast to obsessive passion, a harmonious passion results from an autonomous internalisation of an activity into a person's identity. People's willing acknowledgement of an activity's unconditional significance is known as an autonomous internalisation. Entrepreneurs should be able to fully concentrate on the activity at hand and experience favourable consequences both during and after task engagement, such as task satisfaction, if their passion is harmonious. As a result, the entrepreneur's passion and other activities in life came into little to no conflict. Furthermore, if they are unable to pursue their interests, those with a harmonious desire should be able to adjust well to the situation and direct their attention and energy to other necessary duties.

Table 1.0
Comparison between two types of passion

Obsessive Passion	Harmonious Passion
Experiencing an uncontrollable urge	Autonomous internalization
Experiencing conflict	Little or no conflict
Display rigid persistence	Experience favorable consequences

Source: Vallerand et al. (2003, 2010)

CONCLUSION

The academic study of passion has grown significantly in recent years. Diverse approaches, theories, and conceptualisations have been adopted by researchers to study the causes and effects of entrepreneurial passion. In conjunction with this, a dynamic future study should be conducted to understand how this passion contributes to entrepreneur intention and subjective well-being.

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