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The 8th Southeast Asia International Philanthropy Conference 2023 (SEAIPC2023)

**Future of Philanthropy and Sustainable Development:
Holistic Approach towards Innovative Fundraising
and Strategic Entrepreneurial Partnership
for Societal Well-Being**

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EXPLORING THE CHALLENGES OF ENGAGING IN ENTREPRENEURIAL ACTIVITIES AMONG UNDERGRADUATE STUDENTS: A CASE STUDY IN MALACCA

**Wan Aisyah Amni Wan Mohamad Saferdin; Rizuwan Bin Abu Karim*; Khalijah Binti
Mohd Nor; Aida Nur Binti Mohd Kodri; Siti Nurul Akma Binti Ahmad; Zulkefli
Muhamad Hanapiyah**

Universiti Teknologi MARA (UiTM) Cawangan Melaka
rizuwan305@uitm.edu.my

Muhammad Hafizi Bin Zamri

Inoversiti Teknologi MARA (UiTM), Cawangan Selangor

Abstract

In academic research, many studies are done to highlight issues faced during business start-ups, like limited resources among young entrepreneurs. However, very few studies were conducted to determine challenges faced undergraduate entrepreneurs. Students who have involves themselves in entrepreneurship at their universities have indeed gone through challenge along the way. Thus, the aim of this study is to explore the challenges of engaging in entrepreneurial activities among undergraduate students in Malacca. The qualitative research method was used in this study. The information was gathered through semi-structured interviews. The interview session included 15 undergraduate students at a Malaysian public university in Malacca as a sample of study. The interview transcripts were analysed using thematic analysis (TA). The results of this study have identified a number of challenges encountered by undergraduate students as they engage in entrepreneurship. Knowledge, financial, time, facility, location, competition and mentoring are challenges encountered by undergraduate's students while doing entrepreneurship activities. This finding is expected to contributes to economic growth and innovation within the region, as entrepreneurial ventures often lead to job creation and the development of new products and services. This study serves as a guideline for educational institutions, government agencies, industry stakeholders to provide a sustainable mechanism and strategy for future entrepreneurial activities in higher education institutions.

Keywords: Undergraduate Student, Challenge, University, Entrepreneurship, Higher Learning Institution