

UNIVERSITI TEKNOLOGI MARA

**STRATEGIC, ETHICAL AND
COMMITMENT COMPETENCIES
TOWARDS BUSINESS SUCCESS OF
YOUNG AGROPRENEURS: THE
MEDIATING ROLES OF SOCIAL
MEDIA USAGE**

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Thesis submitted in fulfilment
of the requirements for the degree of
Master of Sciences
(Business and Management)

Faculty of Business and Management

February 2024

ABSTRACT

Although studies have examined the link between entrepreneurial competencies and business success, there is a gap in the research specifically focused on agropreneurs. Agropreneurs are individuals who seek to innovate and explore new ways to profitably venture into the agricultural sector, which is a vital industry for the Malaysian economy. Investigating whether competencies such as strategic, ethical and commitment contribute to the success of young agropreneurs is critical. Furthermore, social media has become a crucial platform for information sharing and marketing agricultural products. Therefore, it is important to investigate whether social media usage mediates the relationship between competencies and business success. To gather data, from the target respondents, judgemental sampling was used, and online questionnaire were distributed, resulting in 96 responses. Structural equation modelling via Smart PLS was used to analyse the data. The study was underpinned by the Resources-Based View (RBV) theory, which considers, strategic, ethical and commitment competency as part of firm's intangible resources of skills. Results has shown that out of ten hypotheses, one was significant which was strategic competency and social media usage. Additionally, there was no mediating effect of social media usage on the relationship reported. The implications, limitations, and future research directions are discussed at the end of the study.

ACKNOWLEDGEMENT

Firstly, with humble heart and praise be to Allah the Almighty for giving me the opportunity, to experience this invaluable journey and to feel Allah's presence right through to the completion of this thesis. To the very many individuals who have made this journey possible I owe you a great debt, and I would like to offer my sincere thanks to each one of you.

My gratitude and thanks go to my supervisor Associate Professor Dr Maheran Katan and Dr Nur Melissa Binti Mohammad Faisal Wee for their intelligence, guidance, assistance, patience, dedication, constructive criticism and helpful advice during the whole journey. This thesis won't be great without both of you, thank you.

To my one and only Mother, *[Name]*, my Dad, Malik Mohd Ali and my beloved siblings thank you for your understanding, patience shown, and unconditional love and prayers offered.

Finally, I am grateful to my beloved husband Muhammad Nazmi Bin Yahaya and my son Muhammad Adam Mateen Bin Muhammad Nazmi for loving me ultimately, prayers and always there along this journey. Alhamdulillah.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter briefly explained the entrepreneurial-needed competencies to achieve business success. It provided an overall outline of the research, with its focus on background of the study, research problems and research questions. This study also examined roles of social media usage as the mediator to the relationship between strategic, ethical and commitment competencies toward the business success of young agropreneurs.

1.2 Background of the study

1.2.1 Small Medium Enterprises (SMEs)

Undeniably, the prominence of Small and Medium Enterprises (SMEs) towards the global economy is momentous (Baccarella, Wagner, Kietzmann, & Mccarthy, 2018). This could be seen from a proposed solution from the European Union (EU) in 1999 to overcome unemployment by the means of supporting the establishment and sustenance of SMEs (Alqershi, Abas, Sanuri, & Mokhtar, 2018). SMEs had also proven to stimulate the economic development by being an important providers of employment creation (Auzzir, Haigh, & Amaratunga, 2018). SMEs greatly influence both economic growth and employment opportunities in Malaysia (Halim, 2020).

Small and Medium Enterprises (SMEs) is defined as a small social system whose member share a mutual interest in its existence and participate in collective actions to ensure this end (Tehseen, 2020). SMEs have been differently viewed by many countries in term of the number of employees, annual turnover rates, capital assets, production capacity and management practices. Specifically, in Malaysia SME cover all sectors including manufacturing, services, agriculture, construction and mining and quarrying. The business that eligible as SMEs must fulfil either one or two minimum criteria which are their sales turnover rates and number of employees (SME