

UNIVERSITI TEKNOLOGI MARA

**DETERMINING THE FACTORS IN
SUSTAINING PERSONS WITH
DISABILITIES (PwDs) IN BUSINESS**

NUR AFIAH BINTI AHMAD ROFE

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ABSTRACT

Disabilities is a natural phenomenon that happened in every country in the world. Just like others, persons with disabilities (PwDs) also involved in the society and economic activities. However, not many PwDs are employed. Unfairness remains a major problem for PwDs especially for education and employment. The mistreatment towards them seems unending. Due to this, the unemployment rate among PwDs continue to rise, including in Malaysia. Different solutions have been proposed to address this problem. One of them is entrepreneurship, which has been shown to have social value by contributing to socioeconomic development. This research elaborates on the factors that help to sustain PwDs in their entrepreneurial venture. This study reveal four factors that support the success of PwDs in business. The factors are knowledge of starting up and managing risk, financial support, a motivational environment, and networking. This study highlights the findings regarding the situation of PwDs in Malaysia and their expectations for sustaining their businesses. To derive the findings, a qualitative study was conducted using case studies. Five PwDs have become the subjects for the survey. Semi structured interviews using purposive sampling technique was conducted to gain the findings. The results from this study provide insight where these factors actually help PwDs to sustain themselves in business. It is hope that this study can contribute to the improvement of support for entrepreneurs with disabilities in Malaysia.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Chapter One discusses on the background of the study that includes different perspectives regarding the factors in sustaining PwDs in business from previous researches. This chapter start with the structure of the entire thesis. The structure explains the content of each chapter in this research. This study focused on the issues regarding PwDs as entrepreneurs in Malaysia and the challenges that they are facing. Next, to investigate the variables related to this study with respect to research questions and objectives. The scope of the study is highlighted to ensure important elements being addressed. Additionally, significance of the study is included to explain on the benefits to the researchers and organizations either in the short or long term. At the end of chapter one, the definition of terms is laid out to give better comprehension in relation to the topic.

1.2 Structure of the Thesis

This thesis is organized into eight chapters. Chapter One introduces the research and provides the background of the study. The background includes data on the number and statistics of persons with disabilities (PwDs) in Malaysia. The researcher explains in detail the challenges faced by PwDs and the various forms of support they receive in this country. Additionally, it outlines the context, aims, and objectives of the research. The problem statement addresses the issue of sustaining PwDs in business both in Malaysia and globally. This study also answers the research questions and supports the research objectives. Furthermore, it discusses the significance of the study and its contribution to the body of knowledge regarding PwDs. The definitions of key terms used in this study, as provided by previous researchers, are also included.

Chapter Two provides a literature review on the participation of persons with disabilities (PwDs) in business. It discusses the concept, significance, and importance of PwDs in this context. The chapter outlines the contributing factors that are central to