

UNIVERSITI TEKNOLOGI MARA

**ROLE OF E-COMMERCE IN
ASSISTING ENTREPRENEURS
DURING COVID-19 PANDEMIC: A
CASE STUDY OF STUDENT UITM
DUNGUN ONLINE SELLERS**

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ABSTRACT

The world currently experiencing most unprecedented health crisis regarding to the outbreak of pandemic Coronavirus. The situation directly has interrupted the national economy status as for its wide spreading through the global exposure. Consequently, National Security Council (NSC) issued the national lockdown and social distancing worldwide through Movement Control Order (MCO) which all unnecessary premise or firms commanded to be closed for a while (Shaharuddin. A, 2020). Therefore, some of Malaysian citizen takes opportunity to get involved in the business through e-commerce business trading in order to gain income included the university's student as for the demand and supply of variety of products arising within the interim of home quarantine order. Thus, consumers already adopting with new online buying behaviors and habits that potentially will replace store and mall visits permanently even though if vaccine is available (Forbes, 2019). So, this study is to evaluate the importance of e-commerce implication toward sosio-economic during COVID-19 simultaneously explores whether is it aligned with the standard of *shari'ah* consideration among UITM Dungun's student online seller particularly. For this research, in order to understand the respondents' tendency on e-commerce practices from their life experience during this COVID-19 pandemic, qualitative research be used through virtual interview.

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