

UNIVERSITI TEKNOLOGI MARA

**TRANSFERRING KNOWLEDGE IN
CERAMIC ART ENTREPRENEUR
AMONG GRADUATES**

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ABSTRACT

Ceramic art entrepreneurship is gaining ground in the Malaysian marketplace. Not only ceramic graduates but even those who are not from this field are also so interested to be involved in the field of ceramics. However, in the development of this fast-growing economy, there are certainly problems that will occur. One of them is unemployment that is experienced by graduates. The purpose of this research is to provide an opportunity for graduates to work in their field of ceramics through the transfer of knowledge to the rural residents. Empirical evidence has exemplified that Transferring Knowledge and Ceramic Art Entrepreneur among Graduates to certify the success of the business model in Sabak Bernam, Kuala Selangor. The outcomes of this research are to see the development of business plan among graduates and rural resident through transferring knowledge activity for six (6) months. A modified of business model are proposed where the collaborative project with Jabatan Kebajikan Masyarakat (JKM) and academia with the involvement of graduates through knowledge transferring project. The objectives of this study are to identify the factors that give obstacles to the graduates to be an entrepreneur, to explore the most challenging situations among graduates during the start of their own business and to identify the achievement of knowledge transfer activity from the academia to rural residence with the involvement of the graduates. To the best knowledge of the researcher, this research is an exploratory study. The methodology started with interviewing and observing. Ten (10) respondents are added to perceive the achievement of transferring knowledge. The finding of the study shows that the development of framework design model gave a positive feedback and graduates can increase the chances of employability for graduates as well as the rural resident in social entrepreneurship by getting involved in Ceramic Art. The finding also indicates that this is an opportunity for graduates to working in their own filled worked through transferring knowledge and finding from this project also shows that both graduates and respondent can be an entrepreneur.

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CHAPTER ONE

INTRODUCTION OF STUDY

1.1 INTRODUCTION

This chapter will discuss the introduction of the study which will be the outline of the research. Besides that, the chapter will explain the overview of research, problem of a statement, aimed and objective of the study, the scope of the study, limitation of study and significant of the study. Therefore, this chapter will define the enquiry of the research.

1.2 OVERVIEW

Becoming an entrepreneur is the fundamental of a business plan and needs a continuously planning process (Chell, 2001). It is a process of making or creating a new perspective starting with an idea of making until the end product produced. Bridgstock (2012) stated that art entrepreneurship could be defined as the development of skills aligns with an application, sharing, and division of creative work.

Sandberg and Hofer (1988) in the Journal of Business Venturing, improving new venture's performance: The role of strategy, industry structure, and the entrepreneur notions of entrepreneur words by their statement that to be successful builds a structure and strategy in the industry. The importance of being entrepreneurs also has been developed by Sandberg and Hofer (1988) with 19 propositions of the potential by questioning the characteristic of being influenced by entrepreneur, industry, strategies and the effect of the performance. This research was conducted by test sampling from 17 ventures of five different capitalists. The finding of this research shows that being an entrepreneur is important because academically, this industry may produce more research that can be influential on the strategy of a new venture.