

FBM

UITM
CAWANGAN KEDAH

Insights



UiTM Cawangan Kedah



UNIVERSITI
TEKNOLOGI
MARA

Faculty of Business
and Management

UiTM *di hatiku*

VOLUME 6
2022

eISSN 2716-599X



772716 599000

e-ISSN 2716-599X

FBM INSIGHTS

Faculty of Business and Management

Universiti Teknologi MARA Cawangan Kedah

e-ISSN 2716-599X

The editorial board would like to express their heartfelt appreciation for the contributions made by the authors, co-authors and all who were involved in the publication of this bulletin.

Published by : Faculty of Business and Management,
Universiti Teknologi MARA Cawangan Kedah

Published date : 10th November 2022

Copyright @ 2022 Universiti Teknologi MARA Cawangan Kedah, Malaysia.

All rights reserved. No part of this publication may be reproduced, copied, stored in any retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission from the Rector, Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani, 08400 Merbok, Kedah, Malaysia.

The views, opinions, and technical recommendations expressed by the contributors and authors are entirely their own and do not necessarily reflect the views of the editors, the publisher and the university.

FBM INSIGHTS EDITORIAL BOARD

Advisor

Dr. Yanti Aspha Ameira binti Mustapha, Universiti Teknologi MARA Cawangan Kedah

Chief Editor

Dr. Zuraidah binti Mohamed Isa, Universiti Teknologi MARA Cawangan Kedah

Dr. Norhidayah binti Ali, Universiti Teknologi MARA Cawangan Kedah

Managing Editor

Dr. Azyyati binti Anuar, Universiti Teknologi MARA Cawangan Kedah

Puan Nurul Hayani binti Abd Rahman, Universiti Teknologi MARA Cawangan Kedah

Editors

Dr. Dahlia binti Ibrahim, Universiti Teknologi MARA Cawangan Kedah

Dr. Nur Zainie binti Abd Hamid, Universiti Teknologi MARA Cawangan Kedah

Dr. Roziyana binti Jafri, Universiti Teknologi MARA Cawangan Kedah

Puan Rosliza binti Md. Zani, Universiti Teknologi MARA Cawangan Kedah

Puan Najah binti Mokhtar, Universiti Teknologi MARA Cawangan Kedah

Puan Yong Azrina binti Ali Akbar, Universiti Teknologi MARA Cawangan Kedah

Puan Hanani binti Hussin, Universiti Teknologi MARA Cawangan Kedah

Puan Shakirah binti Mohd Saad, Universiti Teknologi MARA Cawangan Kedah

Encik Mohd Radzi bin Mohd Khir, Universiti Teknologi MARA Cawangan Kedah

Puan Wan Shahrul Aziah binti Wan Mahamad, Universiti Teknologi MARA Cawangan Kedah

Manuscript Editor

Cik Nurul Izzati binti Idrus, Universiti Teknologi MARA Cawangan Kedah

Puan Nurfaznim binti Shuib, Universiti Teknologi MARA Cawangan Kedah

Secretary

Puan Intan Nazrenee binti Ahmad, Universiti Teknologi MARA Cawangan Kedah

Puan Syahrul Nadwani binti Abdul Rahman, Universiti Teknologi MARA Cawangan Kedah

Technical Board

Dr. Afida binti Ahmad, Universiti Teknologi MARA Cawangan Kedah

Graphic Designer

Dr. Shafilla binti Subri, Universiti Teknologi MARA Cawangan Kedah

RECTOR'S MESSAGE



Congratulations Faculty of Business and Management of Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani on the publication of the 6th Volume of FBM Insights!

I am very pleased to know that there are more than 40 authors and more emerging issues are being presented in this latest volume of FBM Insights. This portrays that UiTM Kedah Branch is actively involved in disseminating business related information and knowledge to the public.

I hope this bulletin can provide an opportunity for the Faculty of Business and Management staff to produce more academic materials and develop their skills in academic and creative writing. Furthermore, more initiatives should be launched to support this life-long process.

Again, well done to the Faculty of Business and Management and those who were involved directly and indirectly with the publishing of FBM Insights Vol.6. I wish FBM Insights all the best and continue to grow and move rapidly forward in the future.

Prof. Dr. Roshima Haji Said
Rector
Universiti Teknologi MARA (UiTM)
Cawangan Kedah



السلام عليكم ورحمة الله وبركاته

Assalamualaikum warahmatullahi wabarakatuh

Welcome to the 6th Edition of FBM Insights 2022. This edition boasts 40 articles by the academics of Faculty of Business and Management UiTM Kedah Campus. The topics involved a broad range of business and management knowledge. Congratulations to all authors for your endless support and valuable contribution to the newsletter.

FBM Insights was mooted in 2020 and it came about with the intention to encourage and improve research writing activities among the lecturers of UiTM Kedah's Business and Management Faculty. As the editions progressed, the support from the academics has not faltered. I hope the support continues in editions to come.

I would like to congratulate the editors and the committee for the hard work and perseverance in managing the newsletter. All the best to everyone and thank you again.

Dr. Yanti Aspha Ameira Mustapha
FBM Insights Advisor

TABLE OF CONTENTS

	Editorial board	iii
	Rector’s message.....	iv
	From the desk of the head of faculty.....	v
1.	GHOST KITCHEN <i>Yong Azrina Ali Akbar, Wan Shahrul Aziah Wan Mahamad & Ramli Saad</i>	1
2	BANKRUPTCY OH BANKRUPTCY: THE MALAYSIANS’ SCENARIO <i>Anita Abu Hassan, Abdul Majeed Ahmad & Mohd Syazrul Hafizi Husin</i>	4
3	ENTREPRENEURS AND PASSION FOR BUSINESS <i>Nurul Hayani Abd Rahman, Rabitah Harun & Nurul Fazila Abd Rahman</i>	7
4	BUILDING AN OMNICHANNEL IN RETAILING <i>Muhammad Hanif Abdul Gafar & Nor Amira Mohd Ali</i>	9
5	THE DOWNSIDE OF OMNICHANNEL <i>Nor Amira Mohd Ali & Muhammad Hanif Abdul Gafar</i>	11
6	MAKING SENSE OF GOLD INVESTMENT <i>Dahlia Ibrahim & Zuraidah Mohamed Isa</i>	13
7	THE STRATEGIC ROLES OF CULTURE TO FOREIGN CORPORATIONS IN MALAYSIA <i>Khairul Azfar Adzahar, Mohd Fazil Jamaludin & Mohd Shafiz Sahran</i>	15
8	BITCOIN: A FUTURE CURRENCY? <i>Muhammad Zarunnaim Haji Wahab</i>	17
9	ALL YOU NEED TO KNOW ABOUT NFTs <i>Mohd Fazil Jamaludin, Mohd Shafiz Sahran & Khairul Azfar Adzahar</i>	20
10	A GLIMPSE INTO THE TYPOLOGIES OF SENIOR ENTREPRENEURS <i>Marlina Muhamad, Fariza Hanis Abd Razak & Haryani Haron</i>	22
11	THE MONEY MULE SYNDICATE <i>Mohd Shafiz Sahran, Mohd Fazil Jamaludin & Khairul Azfar Adzahar</i>	26
12	REINFORCEMENT THEORY ANALYSIS ON TRAINING AND DEVELOPMENT <i>Baderisang Mohamed, Mohd Sukor Md. Yusoff & Nur Azmina Salimi Uzair</i>	29
13	TECHNOLOGY ANXIETY IN CONSUMER PURCHASE BEHAVIOUR <i>Syahida Abd Aziz & Roziyana Jafri</i>	31
14	THE CHALLENGES OF ONLINE SHOPPING <i>Baderisang Mohamed, Mohd Sukor Md. Yusoff & Fatin Hanani Rooslan</i>	36
15	THE FUTURE OF MONEY: CRYPTOCURRENCY IS THE WAY TO GO IN MALAYSIA <i>Zuraidah Mohamed Isa, Dahlia Ibrahim & Mohamad Hanif Abu Hassan</i>	40

A GLIMPSE INTO THE TYPOLOGIES OF SENIOR ENTREPRENEURS

Marlina Muhamad

Faculty of Business and Management, Universiti Teknologi MARA, Cawangan Kedah
yong198@uitm.edu.my

Fariza Hanis Abd Razak

Faculty of Computer and Mathematical Sciences, Universiti Teknologi MARA Shah Alam
fariza@tmsk.uitm.edu.my

Haryani Haron

Faculty of Computer and Mathematical Sciences, Universiti Teknologi MARA Shah Alam
haryani@tmsk.uitm.edu.my

INTRODUCTION

Earlier research has examined the motivation of senior entrepreneurs, which is later reflected in the typology or also known as the types of senior entrepreneurs. A senior entrepreneur is defined as an elderly who has retired from previous employment to become a first-time 'senior entrepreneur.' The existing typologies of senior entrepreneurs are largely drawn from push and pull motivations driven by either extrinsic or intrinsic values. As time flies, the newly emerged motivations in senior entrepreneurship, have created up new and further studies in reflecting more typologies of senior entrepreneurs. The next section discusses the existing typologies of senior entrepreneurs, including the definition and characteristics of each typology.

TYOLOGY OF SENIOR ENTREPRENEURS

According to prior studies, senior entrepreneurs have a strong desire to start their businesses for many reasons. The typology of senior entrepreneurs has emerged since the earlier study by Singh and DeNoble in 2003 until the current typology charted by Soto-Simeone and Kautonen in 2020. Further description of the typology is discussed in the next sub-section.

First Approach to the Typology of Senior Entrepreneurs

Singh and DeNoble's (2003) approach was the first to give a conceptual typology for exploring the various motives of senior entrepreneurs. They categorized senior entrepreneurs into three typologies where those with pull motivations (intrinsic), are categorized as constrained entrepreneurs and rational entrepreneurs, whereas seniors with push motivations (extrinsic) are categorized as reluctant entrepreneurs. As such, these three typologies are largely drawn from the push and pull theory to express their motivations for doing entrepreneurship. These three typologies of entrepreneurs are defined as follows:

- Constrained entrepreneur – someone who is enthusiastic and committed to starting a business but does not have sufficient financial resources to support the startup of that enterprise.
- Rational entrepreneur – someone who views self-employment as an advancement in their career, or an approach to increasing personal richness.
- Reluctant entrepreneur – a senior who has to start their own business because they lost their job, cannot find one, or do not have enough money.

As the name suggests, constrained entrepreneurs are those who want to be an entrepreneur but are unable to because they do not have enough money. Hours, family issues, and personal problems also make it hard for them to be entrepreneurs (Ratten, 2019). As soon as

they retired, their barrier has diminished to some extent, which means that they usually receive benefits from statutory, occupational, or private pension systems (Fachinger, 2019), in which they can withdraw the funds after they reach the age of 55, paving the way for them to become entrepreneurs as they can devote the necessary time and money to starting their businesses. Meanwhile, rational entrepreneurs wanted to increase economic stability; elsewhere from a personal perspective, they wanted to be independent. As noted by Singh and DeNoble (2003), rational entrepreneurs are most likely to pursue entrepreneurship for income stream considerations, rather than for personal accomplishments. Furthermore, other elusive benefits that attract rational entrepreneurs also include prestige and respect (Singh & DeNoble, 2003). In comparison with constrained and rational entrepreneurs, reluctant entrepreneurs drawn from push factors see entrepreneurship as a last resort to return to working life. This is due to the lack of job opportunities available in the market, especially for elderlies. Thus, reluctant entrepreneurs are pushed for entrepreneurship.

Second Approach to the Typology of Senior Entrepreneurs

The emergence of senior entrepreneurs as a new cohort among entrepreneurs highlights the gaps among scholars. As such, this has led to diverse profiles based on the different types of entrepreneurs. A later study was conducted by Maalaoui et al., (2013), resulting in another four senior entrepreneur profiles as follows:

- Natural entrepreneur – an older entrepreneur aged over 50 years and yet to retire, but has desirability and voluntarily wants to engage in entrepreneurship.
- Unavoidable entrepreneur – an older entrepreneur aged over 50 years and has retired, but has desirability and voluntarily wants to engage in entrepreneurship.
- Accidental entrepreneur - an older entrepreneur aged over 50 years and yet to retire, but is pushed to create a business due to health issues (internal factor) or unemployment (external factor).
- Non-entrepreneur – an older entrepreneur aged over 50 years and has retired, but the main motivator is money.

Third Approach to the Typology of Senior Entrepreneurs

Based on the developed model by Singh & DeNoble (2003), Wainwright et al., (2015), in another study sought to develop new typologies using their empirical data. The study investigates into the impact of emotions on the motivational factors involved in doing business among seniors. While the early study by Singh and DeNoble (2003) focused on early retirees, Wainwright et al., (2015) focused on senior entrepreneurs, including novice and experienced, entrepreneurs aged above 50 years. Based on the outcome of their study, Wainwright et al., (2015) indicated three different types of senior entrepreneurs:

- Older entrepreneur – one who does not differ from young entrepreneurs since they seek independence and are interested in firm growth and financial returns. This group consists of novice and experienced entrepreneurs. They are true entrepreneurs who are looking for higher earnings and revenues.
- Lifestyle entrepreneur – the entrepreneur is intrinsically motivated where they do not seek growth, are flexible in their working hours, and would just remain active.
- Necessity entrepreneur – the entrepreneur is extrinsically motivated due to financial necessity and does not seek business growth.

Current Approach to the Typology of Senior Entrepreneurs

A recent study by Soto-Simeone and Kautonen (2020) justifies that prior research on senior entrepreneurship is insufficient in terms of addressing the types of senior entrepreneurs derived from their behavior. As the authors began to improve the understanding of the categorization of senior entrepreneurs, Soto-Simeone and Kautonen (2020) captured three out of five types of senior entrepreneurs based on the social identity theory.

- Active agers – driven by dignity; they wanted to feel active, valuable, and useful despite

being old. Running a business lets them “keep going” and gives their lives meaning.

- Autonomy seekers – driven by the desire for independence at work and to be in charge of their own lives, in addition to being their own boss and improving their health by taking charge of their work-life balance. There was no making of money.
- Communitarians – similar to active agers, they wanted to be active and useful. However, they are motivated by other orientations, i.e., to help their community and cater to its needs. In a way, involvement in the community outweighs financial rewards.

Based on Soto-Simeone and Kautonen’s (2020) study, following the social identity theory, they could not capture the other two identities from their study: Darwinian identity and Missionary identity. The categorization of senior entrepreneurs was based on prior research by Fauchart and Gruber (2011) in their seminal study, where they identified four types of entrepreneurs: Darwinian, Missionary, Communitarian, and Hybrid. The Missionary type aims to help improve society as a whole, while the Darwinian type aims to do business to make money, get rich, and leave a legacy for future generations (Fauchart & Gruber, 2011). This has led to a lack of full heterogeneity of senior entrepreneur typologies and left out spaces to be explored by future researchers. Table 1 below simplifies the typologies of senior entrepreneurs.

Table 1
Existing typologies of senior entrepreneurs

Motivation	Driver	Typology of Senior Entrepreneurs			
		Singh and DeNoble, (2003)	Maâlaoui et al., (2013)	Wainwright et al., (2015)	Soto-Simeone and Kautonen, (2020)
Pull	Intrinsic	<ul style="list-style-type: none"> ● Constrained entrepreneur ● Rational entrepreneur 	<ul style="list-style-type: none"> ● Natural entrepreneur ● Unavoidable entrepreneur 	<ul style="list-style-type: none"> ● Older entrepreneur ● Lifestyle entrepreneur 	<ul style="list-style-type: none"> ● Active agers ● Autonomy seekers ● Communitarians
Push	Extrinsic	<ul style="list-style-type: none"> ● Reluctant entrepreneur 	<ul style="list-style-type: none"> ● Accidental entrepreneur ● Non-entrepreneur 	<ul style="list-style-type: none"> ● Necessity entrepreneur 	Not applicable

CONCLUSION

This article has provided a glimpse of the typologies of senior entrepreneurs based on prior studies. In general, there are thirteen types of senior entrepreneurs driven by extrinsic or intrinsic motivations. Specifically, constrained, rational, natural, unavoidable, older, lifestyle, active agers, autonomy seekers, and communitarians are among the senior entrepreneurs driven by intrinsic motivation. On the other hand, reluctant, accidental, non-entrepreneur, and necessity entrepreneurs are ‘pushed’ to be senior entrepreneurs based on extrinsic motivation. Therefore, researchers could use the existing typologies to find the type of senior entrepreneurs that is deemed suitable or suggest a new typology that does not fit the current existing typologies of senior entrepreneurs based on the motivation of senior entrepreneurs.

ACKNOWLEDGEMENTS

The author would like to acknowledge both supervisors in the writing process of this article, including the anonymous referees for their thoughtful comments.

REFERENCES

- Fachinger, U. (2019). Senior Entrepreneurship. Self-employment by Older People-an Uncharted Territory. *Zagreb International Review of Economics and Business*, 22, 95-106.
- Fauchart, E., & Gruber, M. (2011). Darwinians, Communitarians, and Missionaries: The Role of Founder Identity in Entrepreneurship. *Academy of Management Journal*, 54, 935-957.
- Maalaoui, A., Castellano, S., Safraou, I., & Bourguiba, M. (2013). An exploratory study of seniorpreneurs: a new model of entrepreneurship intentions in the French context. *International Journal of Entrepreneurship and Small Business*, 20(2), 148-164.
- Ratten, V. (2019). Older entrepreneurship: a literature review and research agenda. *Journal of Enterprising Communities: People and Places in the Global Economy*, Emerald Group Publishing, vol. 13 (1/2), 178-195.
- Singh, G. & De Noble, A. (2003). Early retirees as the next generation of entrepreneurs. *Entrepreneurship Theory and Practice*, 27(3), 207-226.
- Soto-Simeone, A., & Kautonen, T. (2020). Senior entrepreneurship following unemployment: a social identity theory perspective. *Review of Managerial Science*, 1-24.
- Wainwright, T., Kibler, E., Kautonen, T., & Blackburn, R. (2015). One Size Does Not Fit All: Uncovering Older Entrepreneur Diversity through Motivations, Emotions and Mentoring Needs. UK: Palgrave Macmillan. *Entrepreneurship, Self-Employment and Retirement*, 42-66.