

A Conceptual Development Of Cyberpreneurs Intention Among Higher Education Students

Salini Aina Mamat¹ and Zailani Abdullah¹

¹Faculty of Entrepreneurship and Business,
Universiti Malaysia Kelantan.

E-mail: aina800719@gmail.com; zailania@umk.edu.my;

Wan Ahmad Amir Zal Wan Ismail²,

²Center for Language Studies and Generic Development,
Universiti Malaysia Kelantan.

E-mail: waamirzal@umk.edu.my

Shahaliza Muhammad³

³Faculty of Hospitality, Tourism and Wellness,
Universiti Malaysia Kelantan.

E-mail: lisha676@gmail.com

Mat Redhuan bin Samsudin⁴

⁴Faculty of Technology Creative and Heritage,
Universiti Malaysia Kelantan.

E-mail: redhuansamsudin@gmail.com

ABSTRACT

Cyberpreneurs intention has been an important element to cyber entrepreneurship (cyberpreneurship) activities in a new venture of business technology. Cyberpreneurship has a substantial potential to foster the growth of globalization economic, especially in developing countries, alike. However, in Malaysia, the adoption of cyberpreneurs intention is still in infancy stage and the lack of self-awareness. Currently, there is little specific intention research that has been conducted in significant relational and developing a framework of cyberpreneurs intention in the context of cyberpreneurship activities. This paper further highlights the intention of cyberpreneurs career, and youth students venture into business. The main aim of this paper is to examine the significance of cyberpreneurs intention factors influencing Kelantan Higher Institution students. The second aim is to suggest a conceptual framework to clarify the predictor factors involving a cyberpreneurship career. Via this conceptual paper, a literature review found that predictor factors have a positive significant with the intention to in a self-career. Besides that, based on literature review, this paper is estimated to get new finding among students in self-career to increase the number of cyberpreneurs intention, a benefit to institution curriculum and

community area in Kelantan. This paper will provide a framework that expected to understand the significance of cyberpreneurs intention. Therefore, it will intensively be influencing among Kelantan higher institution students and, guidelines for developing a cyberpreneurs intention in practices of cyberpreneurship.

KEYWORDS

Cyber entrepreneurship (cyberpreneurship), cyberpreneurs intention, entrepreneurship, predictor factors, and high institution students .

INTRODUCTION

Entrepreneurship has become crucial in the global economic development. Many developed and developing countries got a contribution to growth revenue of the state. According to Shabbir, Shariff, et al., (2016)[1], entrepreneurship activities have been the proactive approach towards the 21st century with economic development, national growth, human capital building and societal well-being. It studies the aims and importance of information technology approach to entrepreneurship for economic development in

Pakistan which includes the development of a hypothesis model with entrepreneurial skills. Nevertheless, other authors looked at the association is the proactive success of entrepreneurial development among university students in India [2]. While research in Malaysia by Nawang[3], leverage entrepreneurship benefits in entrepreneurial is important to develop local communities. The positive effect can increase the numbers of Malaysia's adolescent entrepreneur. Therefore, the review of literature indicated the implication of entrepreneurial activity is an important role in economic prosperity and social well-being. Table 1 shows that Malaysian well-being index from year 2000 to 2014.

Table 1. Malaysian Well-being Index (2000=100), 2000 - 2014

Yr	Comp- site Index	Econ. Well- being	Socia l Well- being	Income & Distrib ution	Transp -ort	Commu nication
00	100.0	100.0	100.0	100.0	100.0	100.0
01	101.3	100.8	101.6	99.8	102.1	100.7
02	102.8	102.0	103.2	101.4	102.9	101.3
03	104.5	105.2	104.0	102.7	104.7	101.9
04	106.1	107.4	105.3	104.2	107.1	102.9
05	107.2	108.6	106.4	108.0	109.9	104.7
06	109.1	112.2	107.4	111.8	111.5	104.8
07	111.6	115.2	109.6	115.5	114.6	106.2
08	112.8	116.6	110.7	115.6	115.5	108.2
09	113.6	117.0	111.8	114.5	118.3	110.0
10	116.4	119.2	114.8	118.0	120.1	113.4
11	118.4	122.7	116.0	121.1	124.4	117.7
12	121.4	125.5	119.1	123.4	128.5	122.7
13 ^a	121.5	128.0	117.9	127.3	132.0	126.5
14 ^a	123.7	130.0	120.3	132.9	133.4	128.7

Source: Economic Planning Unit [4]

Building sustainable economy in developing countries, various efforts are aimed to promoting entrepreneurial activities. The impact of the technology revolution in entrepreneurship and innovation has influenced society economic development. As China has been innovating a strategy in the developed economies [5]. The explosion of technological revolution has greater leverage entrepreneurship activities [6]. According to Nanterme, et al.,(2017)[7], technology also innovate as agent of change in thinking, community lifestyles and educate people towards the positive business world, opportunities and challenges. It stimulates a new exposure to enhance the study of entrepreneurship approach using technology

namely cyber entrepreneurship (cyberpreneurship) to higher institution students. This study focuses on entrepreneurship in Kelantan higher-education students, where low enhance technology perspective, community culture and, level of the household. Students will benefit to intention choose self-employed, and job promoting requirement.

Numerous studies have attempted to explain how entrepreneurship can be successful but only a few have been conducted on self-awareness issue of cyberpreneurs intention. However, some studies show that the significant differences do exist, albeit findings are somewhat contradictory. While each of these studies contributes to the understanding of awareness issue of intention there is a clear research gap in this area. There is a need to examine the significance of cyberpreneurs intention factors influencing and guidelines of framework developing.

PROBLEM STATEMENT

Developing economic has enhanced the build of human capital development. Cyberpreneurship was a chosen career to young generation especially those who are exposed with skill and knowledge of entrepreneurship background. Nevertheless, the lower level of self-awareness cyberpreneurs intentions is a major barrier to a sustained economic growth, besides still lacking in entrepreneurial contribution. According to Shabbir, Shariff, et al., (2016)[1], highlight that “*the problem statement of entrepreneurial intention could be stated as, the effectiveness of entrepreneurial skills in developing entrepreneurial intentions among the youth in Pakistan*”. Thus, modern trends are still very limited in the context of entrepreneurship in Pakistan. The same situation occurs in Malaysian. It because its “still facing heaps of challenges and obstacles that deter further expanding their businesses and sustainable growth”[8]. Thus, Malaysia is like Pakistan concept with important of Small and Medium Enterprises (SMEs) roles in the economic growth, employment generation and poverty alleviation in the economy. Entrepreneurship activities in Malaysia can be measured by household income. According to

Department of Statistics (2017)[9], report that “the average of monthly household income of all states has increased where five states exceeded the national growth rate of 6.2 percent. Terengganu recorded the highest growth rate of 9.1 percent, followed by Perak (8.6%), Pahang (7.2%), Selangor (6.8%) and Kelantan (6.3%)” indicated in Figure 1. The expected conclusion, cyberpreneurship activities in Kelantan is much lower than other states. Awareness in entrepreneurial intention among Kelantan entrepreneurs are still lacking even with enhancement of current technologies. Therefore this research has two objectives. The first objective is to re-review literature about the intention of cyberpreneurs and predictor factors. The second objective is to create conceptual framework about the intention of cyberpreneurs involving in entrepreneurship career.

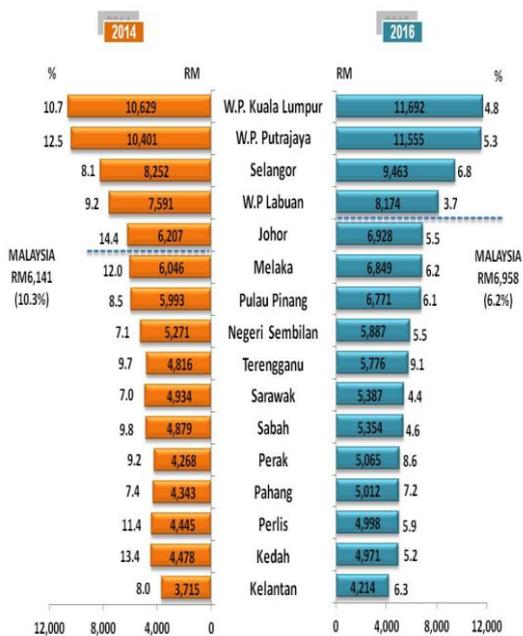


Figure 1. Mean monthly household income by state, Malaysia, 2014 and 2016

Source: Department of Statistics, 2017

OBJECTIVES

The main objective of this paper is to examine the significance of cyberpreneurs intention factors influencing among Kelantan Higher Institution students. The second purpose is to suggest a conceptual framework to clarify the predictor factors involving a cyberpreneurship career.

LITERATURE REVIEW

The literature focuses on some underlying theories relevant to cyberpreneurs intentions and acceptance of the technology. Author reviews past literature and relates to the objective of this study. Theory of Planned behaviour is the most relevant theory that used in this research [10]. The Theory of Planned Behaviour [11], derived from Theory of Reasoned Action [12], which states that behavioural intentions are formed by one's attitude toward that behaviour and one's subjective norms – (i.e. influenced by significant others - e.g. parents, peers, role models). In turn, both attitudes and subjective norm are influenced by evaluations, beliefs, and motivation formed through one's unique individual environments. Numerous studies have been used the Theory of Planned behaviour to test its model to assess entrepreneurial intentions.

Supplementary, some other theories related to entrepreneurship are the theory of Unified Theory of Acceptance and Use of Technology (UTAUT) illustrated that the level user acceptance of the technology [13]. Acceptance of the technology intentions has been acknowledged by numerous researchers [14][17]. Preceding studies exhibited that entrepreneurial intentions were affected by performance expectancy, effort expectancy, social influence and facilitating conditions.

1.1 INTENTION TO CYBERPRENEURS CAREER

Entrepreneurship is national economic catalyst. Cyber entrepreneurship is one of the major contributions of the economic development. The emergence of higher technology and the increase in the usage of the World Wide Web, e-commerce websites and social media for businesses have the high potential among cyberpreneurs to successful for new business intention [6].

Intention to cyberpreneurs, Krueger, (1993) defined as “the cyberpreneurs commitment to starting a new business”. It is widely acknowledged by others researcher and practitioner. As a mention by Ajzen (1991) that “Intention to act depends on attitude to execute

the desired action which is individual with a strong desire work harder to involve in taking action". Thus, "intention to act is important" whereby interest and probability not enough to create a desire [19]. Clearly, intention reflecting on thinking which supports self-employed instead of being employed [20]. Nevertheless, the author argues that critical issue in the new era of technology using social media need to enhance technical knowledge. The intention is important for commitment and acceptance using of advanced technology.

Psychology in intention self-behaviour increases acceptance using technology cyberpreneurship method. According to Badaruddin et, al. (2012) [21] cyberpreneurship as a new platform method for entrepreneurship activities using purely on Information and Communication Technology (ICT). While other authors Wang [22] indicated the important issue of cyberpreneurship in developing a better understanding of what drives students, with the growth of the e-commerce industry. Therefore, cyberpreneurship will be defined as entrepreneurship activities using new method technology as social media with growth e-commerce and globalization era of modern issues.

There are several studies on cyberpreneurs intention for students of higher learning institutions, such as intention to create new business venture [21]. These studies such as "the moderating role of disciplinary difference to drives Students' Cyber Entrepreneurial Intention [23], a dynamic model of Cyber-entrepreneurship and, cluster formation[24], the factors tested on the cyber-entrepreneurial intention among business undergraduates in institutions of higher learning in Malaysia [21] and towards modelling factors of intention to adopt Cloud-Based M-Retail Application among Textile Cyberpreneurs [25]". Others studies are involved to undergraduate youth venture into business [26], successful cyber entrepreneurial venture [6], acceptance and use of social media as a platform among student entrepreneurs [27] and cyber entrepreneurship ecosystem [28]. Cyber entrepreneurship is a practice in creating new enhanced business using technology that provide a platform in response to recognized opportunities.

The opportunities, challenges, and lifestyle are the agents of change that proactive to transform the way through technology [7]. Entrepreneurship through technology provides innovation and great benefits to business career opportunities. Mentioned by Badaruddin et al., (2012)[21] that "cyber entrepreneurship is considered as one of the newly invented in Malaysia's business environment". Thus, this study is to examine the intention to venture into cyber entrepreneurship business among graduates in Malaysia.

1.2 CONCEPTUAL FRAMEWORK

This research suggests a conceptual framework about an intention to cyberpreneurs career in Kelantan state based on literature review. The conceptual framework in this research is as shown in Figure 2. Based on the diagram, the independent variable in this research are predictor factors (personal attitude, social networking, tendency, and technology knowledge) which influencing an intention of higher institution students. While the dependent variable of this research is cyberpreneurs intention. These factors personal attitude, social and tendency shown from theory planned behaviour (TPB)[11]. In additional variable, include technology knowledge as important factors for cyberpreneurship activities to access the impact of entrepreneurial intention towards cyberpreneurs into start-up e-business. This approach allows the researcher to clarify phenomena or issue as it is considered the relationship between the variables [25].

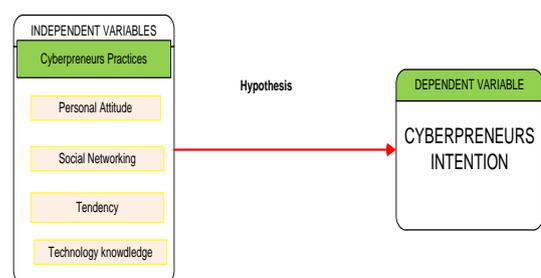


Figure 2. Conceptual framework an intention to cyberpreneurs intention

CONCLUSION

This research has identified and examined cyberpreneurs intention factors as the exogenous variables. Therefore, a conceptual framework has clarified the predictor factors to suggest the understanding of factors involving cyberpreneurship career. Currently, the frameworks in cyberpreneurship study had been carried out. Social psychology used a robust model approach by Theory of Planned Behaviour that considers predictive value for behaviours which has a function in three determinants i.e. an individual's attitude towards behaviour, subjective norms and perceived behavioural control. Besides that, adopted from the integrated model as a Unified Theory of Acceptance and Use of Technology (UTAUT) is used in the effort to understand and examine the level of user acceptance of the technology. Understanding of predictor factors which influencing a cyberpreneurs intention of students is one opportunity to find the main awareness in cyberpreneurship. Apart from that, it can assist self-human capital development to be more effective in the future to establish a career with the power of predictors' factors. In conclusion, benefit study estimates cyberpreneurs intention can be a willingness in career of a young cyberpreneurs in the future. Malaysia, especially in Kelantan community, students are growing with the involvement in the young cyberpreneurs social-culture sustainable, to eradicate the poverty rate of society and national development.

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