

# Entrepreneurial Orientation of Undergraduate Students in University Malaysia Perlis: A Conceptual Paper

Hassad bin Hassan<sup>1</sup>, Nor Hafifa Iswati Ishak<sup>2</sup>, Nur Qurratul' Aini Ismail<sup>3</sup>

<sup>1 2 3</sup> Jabatan Bahasa & Pengajian Umum Fakulti Perniagaan & Komunikasi (Fpk) University Malaysia Perlis Kompleks Pusat Pengajian Jejawi 1 Jalan Kangar-Arau

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## INTRODUCTION

Higher education ministry has seek to established a new university called University Keusahawanan Koperasi Malaysia (UKKM) (bharian, 2022). The university was established to strengthen the entrepreneurial agenda in higher learning institution. The then minister of Kementerian Pembangunan Usahawan dan Koperasi (KUSKOP) Tan Sri Noh Omar also said, the ministry will provide RM200 miliion worth of loans for graduates without interest under the Skim Pinjaman Informal dan Micro (SPIM). All those efforts were established to encourage entrepreneurial orientation among undergraduates among public university in Malaysia

### Problem statement

The Malaysian government aspiration was to create entrepreneurial graduates. however, there were only three percent of Malaysian students became entrepreneurs during their tertiary education (Bernama, 2017). Then, there were only about 40% of registered Bumiputra companies in Malaysia. This is because many Bumiputra were not interested in becoming entrepreneurs and they were still depended on government aid (Aris, 2019). Furthermore, the growth of Bumiputra entrepreneurs were slow because they contributed less than 10% to the country's GDP (Bernama, 2019).

As a result of those problems above, this paper has come up with several objectives that will be discussed below

### Research objectives

By looking at the introduction and problem statements above, this article has come up with two objectives that were crucial to be scrutinised.

### Entrepreneurial orientation of undergraduate

Local public university has offered a course for students to has basic understanding of entrepreneurship. The Engineering Entreprenurship course was offered to Universiti Malaysia Perlis students and considered as a university common course. There was study done in a public university before (Saraih et al., 2018) whereby the result deemed to be encouraging yet, as reported in Bernama in 2017 only three percent of graduates became entrepreneur. As a result of this, this article is interested to see why undergraduated who had basic understanding in entreneurship did not venture into entrepreneurship field. Therefore this article will chose entrepreneurial orientation as a dependent factor

### ICT as instrument for entrepreneurship

ICT can improves on operation and marketing effort of business. The development of technopreneurship is important because it combines technology with business to transform Malaysia into a knowledge-based economy (Star2.com, 2018). Though, technopreneurship is still considered a new breed of entrepreneurship. It faces various issues and challenges in creating, training, developing and growing of new technopreneurs (Jusoh & Halim, 2006; Tan, Karl & Mohamed, 2010; Paramasivan & Selladurai, 2017). As a result of this,

this article is interested to look whether ICT can improve the entrepreneurial orientation of undergraduate students. Therefore this paper is interested to look into ICT as an independent factors

## LITERATURE REVIEW

By referring to the research objectives, this article is interested to look into entrepreneurial orientation and the use of ICT. This literature review will look into research models of entrepreneurial orientation, entrepreneurial orientation as dependent variables, ICT as independent variables and also several other variables that might contribute to entrepreneurship orientation.

### Entrepreneurial orientation model

There were several model that can be used to investigate entrepreneurial intention model. The pioneering model was developed by Krueger's (2009) that was called integrated model of Entrepreneurial Intention. The model was used to test empirically on individuals intention to undertake entrepreneurial activities and decisions. Then, other research by Schlaegel & Koenig, 2014 respond to this model by doing a systematic aggregation of alternative intention models to improve the predictive validity. Meanwhile Wang & Wong (2004) saw motivational factors as the factor that transform student's aspiration and attitude towards self-employment. Yet, many of those research focuses on traditional brick and mortar entrepreneurial activities and not on the use of ICT. Therefore for this research, the entrepreneurial intention model by Krueger will be adopted.

### Technopreneurial intention as dependent variable

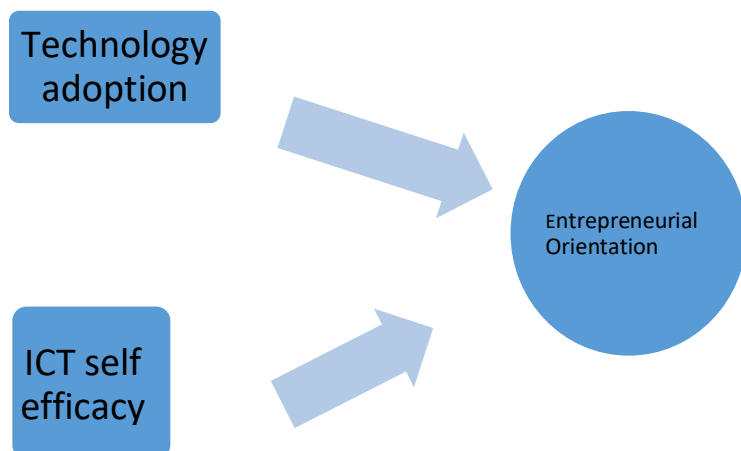
According to Yarzebinski (1992), entrepreneurs are those who adapt new technologies in an organized, purposeful, systematic way and innovate in their business. Technopreneurship can also be considered as a new breed of entrepreneurship (Balachandran, 2018) which incorporates technology, innovation and business (Ghazali, 2011). Meanwhile, technopreneurs use technology to build and develop goods, services, and processes in development (Bakar et al., 2020). Technology helps entrepreneurs to cut cost while making the process more efficient and fun and interactive. Lalkaka in 2002 described technological innovation as a process that builds up idea towards a product or service that is marketable and technology helped improve efficiency and competitiveness (Lalkaka, 2002). development of technology serves as a way for increasing and speeding up business among the public. In Malaysia, technopreneurship is related to ICT or multimedia and it is considered as a prospective career choice for the youths who just left their schools or universities (Ghazali, 2011). There are booming phenomenon of entrepreneur that used social media platform such as sambal Khairul Aming in Malaysia, yet, there is still lack of studies focusing on technopreneur discussions. (Foo dan Foo, 2000). Therefore, this research will adopt technopreneurial intention from (Koe et al., 2021) as dependent variable

### ICT Self-Efficacy

In Bandura's social cognitive theory, self-efficacy is a construct that can be explained as "people judgements of their capabilities to organize and execute courses of action required in attaining designated types of performance" (Bandura, 1986, p.391). It could be seen as a factor that increases a person's entrepreneurial intention. In a research by Saw, Santhenamery and Nor (2021), low self-efficacy towards entrepreneurial intention among university students would delay them from exploring entrepreneurship after graduating. Additionally, Saraih, Aris, Mutalib, Ahmad, Abdullah and Amlus (2018) stated that self-efficacy had a positive influence on entrepreneurial intention among Malaysian engineering students and the same result was shown in Indonesia through a research by Utami (2017) that stated that university students agreed that self-efficacy significantly affected their intention towards entrepreneurship. In Malaysia, students are exposed to ICT knowledge starting from primary school until university and since technopreneurship is associated to ICT, it is assumed that youth's ICT self-efficacy motivates them to become technopreneurs. Sitaridis and Kitsios (2019) also found, there was a positive relationship between ability to use computer and entrepreneurial intention in high school and vocational students. Yet, there were not many research that explore self-efficacy

in the scope of ICT especially in Malaysia. Therefore, this research will use ICT Self Efficacy as the first dependent variable

**Figure 1:** Proposed research framework



## METHODOLOGY

This study adopts a cross-sectional research design, whereby data is collected from a specific population at a single point in time or within a short duration. A quantitative approach will be employed, using a structured questionnaire as the primary tool for data collection. The use of a questionnaire enables the inclusion of a large sample size and generates data suitable for statistical analysis through the Statistical Package for the Social Sciences (SPSS) version 29

The questionnaire will be designed to capture information on both the independent and dependent variables of the study. It will be divided into two sections, namely Section A and Section B. Section A will employ a 5-point Likert scale, ranging from “strongly disagree” (1) to “strongly agree” (5), to measure responses related to the key variables. Section B will focus on collecting sociodemographic data, including gender, age group, education level, occupation, monthly income, and interest in involving in entrepreneurial activity.

## RECOMMENDATION

In essence, this study seeks to examine the factors influencing entrepreneurial orientation of undergraduate student in UniMAP through a cross-sectional and quantitative research design. Data will be gathered from questionnaire using a structured questionnaire, which is organized into two sections to comprehensively capture both the independent and dependent variables under investigation.

Future studies should explore alternative strategies to promote entrepreneurial adoption, such as incorporating online business simulation elements in entrepreneurial courses and online marketing mechanisms. Gaining deeper insights into how reward systems influence adoption behavior will help policymakers in university and industry players design targeted interventions that support sustainable adoption rates in Malaysia.

In addition, future research should also examine innovative approaches to improving digital literacy, including the integration of business simulation and online marketing. A clearer understanding of the relationship between digital literacy and entrepreneurial adoption will provide valuable guidance for policymakers and industry stakeholders in formulating effective strategies to encourage more long-term and significance in entrepreneurial adoption in Malaysia.

## CONCLUSION

This study seeks to examine the key factors influencing adoption of entrepreneurial among undergraduate in Malaysia, an area that has not yet been extensively explored especially in terms of ICT self efficacy . In particular, it aims to investigate how specific factors shape consumers’ decisions to embrace online

technology, with a central focus on perceived value—a concept widely relevant across various industries. While previous publications have addressed this topic in different contexts, the present research contributes fresh perspectives that extend beyond national boundaries, offering insights applicable to international markets and economies. The outcomes of this study are expected to provide significant value to universities by supporting the development of innovative strategies in academic courses and enhancing their competitive advantage.

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