

DESIGNING A MODEL OF SUCCESS FACTORS AMONG SOCIAL MEDIA ENTREPRENEURS DURING MCO COVID-19 FOR B40 WOMEN SOCIAL MEDIA ENTREPRENEURS

Atieqah Azri and Zurina Muda

ABSTRACT

It is observed by some studies that the COVID-19 crisis on business has given huge impact to entrepreneurs especially women entrepreneur. Business is shutting down, while Malaysian entrepreneurs are not adequately prepared for everything to go online. However, some of the entrepreneur may face issue of technophobia or fear of technology with negative mindset towards the technology. Hence, the purpose of the study is to develop a model of success factors among social media entrepreneur. In order to do that the research will identify the requirements of the elements based on theory of planned behaviour (TPB) and their relationship in the context of success factors entrepreneur. Then the elements needed is modeled and implement in a prototype/guidelines of implementation in current social media. The prototype is evaluated to validate the model. The model of success factors among social media entrepreneur is designed in maintaining business during MCO COVID-19. TPB (theory of planned behavior) model used in this study in order to predict the influence of individual's success factors. Lists of success factors involving risk-taking propensity, locus of control and knowledgeable. The report will describe the elements needed, and implement it in prototype/guidelines in current social media.

1. INTRODUCTION

1.1 Research Background

Business have been exposed to many challenges impact from the global pandemic of COVID-19. Therefore, entrepreneurs take steps to overcome disruptions to their business and look for opportunities or solutions to this crisis. Small and Medium Enterprises (SMEs) and macro economy respond in adapting to unpredictable environments and strive to change their business models. Company refuse to adopt technology entirely in business they will continue to left behind. This research aims to examine the experiences of successful social media entrepreneurs on the transformation they have been focused and which technology used as a method to overcome the disruption problem of the COVID-19 crisis. Each individual has different way to success and ability to sustained entrepreneurship (Boyd Cohen, 2007). Nowadays, most of entrepreneur use social media platforms and application tools to run their business. Marketing through social media is easy for small scale

entrepreneurs to promote their product, to extend their marketing reach afford-ably and to build community with customers (Valentina Della Cortel, 2015). Since entrepreneur has shown that they strongly depend on using social media to find better opportunities and reluctant to take advantage on social media for purpose of building relationship, they might have different perception about social media that embracing the potential benefits.

Movement Control Order (MCO) started since 18th March 2020. The Prime Minister of Malaysia, Tan Sri Muhyiddin Yassin live on television announced that government officially declared a movement control order under the Prevention and Control of Infectious Diseases Act 1988 and the Police Act 1967. Malaysia prime minister stated that Malaysia economy is estimated to drop by MYR 2.4 billion every day during the MCO, a total of MYR 63 billion (Vlaanderen, 2020), this is because many business has not allowed to operations during MCO. The implementation and extension of the Movement Control Order (MCO) have greatly affected the performance of the Malaysia's economy. Malaysia's gross domestic product (GDP in year 2020, according to the Ministry of Finance Malaysia have shrank by 5.6%, leading to a lowest contraction since the 1998 Asian Financial Crisis (Anand, R., 2021)

1.2 Problem Statement

1.2.1 Businesses in Malaysia are shutting down

The impact of COVID-19 crisis on domestic and international economic activity is completely shut down, 15,000 private sector recorded have been laid off since March 2020 due to employers' failure to survive (Anwar, 2020). Many countries have been lock-downs to prevent the COVID-19 cases, including the closure shopped and worldwide education centrens, while 90% of the airline industry and cruise ships stopped operations. These measures have simultaneously disrupted business global supply chain, economists emphasize that within of this pandemic constraint, in less than three months the world can fell into a global recession (Danway, G., 2020). Malaysia introduced The Malaysian Government Movement Control Order (MCO) to address the outbreak of the COVID-19 pandemic. Partial lock down taken by the Malaysia government including of all business premises closed except for food

supplier such restaurant and prohibit the religious gathering (Dilip Kumar, M., 2006); Prime Minister's Office of Malaysia, 2020). Travelling overseas is also not allowed and foreigners are prohibited from entering Malaysia. Therefore in a situation where the pandemic crisis has changed the way business has dramatically changed, entrepreneurs or companies depends on technology to self-survival (Abebe, 2014)

1.2.2 Social media allocate of time

Many business owners believe that they need to spend a lot of time and effort for social media, when they need to update frequently on media pages, reply to comments and provide great content. Social media is where customers are socially involved, generated content by the user giving influence to the customers. Therefore, following unsatisfied customers or providing them solution will directly impact to the success of the business(Nadaraja & Yazdanifard, 2013). Previous studies shows that during the MCO, 61% of Malaysians between the ages of 16 and 64 used the shopping app through their mobile phones to shop and 90% of this age group made purchases from website their visits (Md Lukmanul Hakim, 2021).However, most social media entrepreneurs fail to create a well -received business and compete in the market due to poor performance in providing their long-term commitment and attention, including of responding to customer demand and providing after sales service.

1.2.3 Malaysian entrepreneurs are not adequately prepared

According to a study conducted during the COVID-19 pandemic from European family firms, it was found that cultural change abnormalities occur, as a crisis could be good for someone in terms of productivity improvements, yet some cause difficulty or burden to someone. This COVID-19 pandemic has caused huge crisis to the world due to shock with its unknown timing and effects (Perrow, 1984). Therefore, quick technology transformation, Ernst & Young PLT (EY) has revealed that Malaysian entrepreneurs are not adequately prepared to move to a more digital-enabled work environment. During the MCO, most companies (83% large and listed companies; 84% Small and Medium Enterprises (SMEs) experienced problems with on-line connectivity including communication with their suppliers and customers in addition to infrastructure issues (Bernama, 2021). These companies need to improve further, digital transformation and the adoption of technological processes and systems in preparation for this new normal digital environment.

1.2.4 Technophobia

Some of the entrepreneur may face issue of technophobia (Siti Masayu, A. R., 2016) or fear of technology because entrepreneur has negative mindset towards the technology. This situation causes individuals to not really understand about the benefits of technology to them. However, the impact of the COVID-19 crisis on business has given depression to entrepreneurs and huge impact on their life satisfaction is getting worse. Technophobia is defined from the response of individuals who experience anxiety or irrational fear to new stimuli in form of technology that will change the way they perform their normal tasks or routines (Koul, S., & Eydgahi, A., 2019). These technophobia become a problem to organizational success, implementing new technology becomes a challenge to them because they more comfortable continuing normal routines. In the U.S an estimated 20% to 30% of people suffer from technophobia (Celaya, 1996), but it is possible that there are also Malaysian people who are classified as technophobia, many businesses fails or has no improvement because they avoid to adopt new technology in business. Individual gender and age have a moderate association with technophobia (Gilbert et al., 2003) 72% of total female entrepreneurs is more feeling suffered than 56% male entrepreneurs, it can be seen in terms of their lower business income results (Stephan et al., 2020). Although male entrepreneurs were also facing their life satisfaction affected similarly to female entrepreneurs during COVID-19 crisis, female entrepreneurs felt the long-term opportunity for them to grow in business after the crisis was less than the higher confidence that male entrepreneur have about their business recovery after the MCO.

1.3 Purpose And Objective Of Research

- 1) The purpose of the study is to develop a model of success factors among social media entrepreneur.
- 2) To identify the requirements of the elements in theory of planned behaviour (TPB) and their relationship in the context of success factors entrepreneur.
- 3) To model the elements needed and implement it in prototype/guidelines of implementation in current social media and design a model of success factors Malaysian entrepreneur in maintaining business during MCO COVID-19
- 4) To validate the model by evaluating the prototype.

1.3.1 Research Questions

- 1) What are the success factors that motivate the social media entrepreneur during MCO COVID-19?
- 2) How entrepreneurs utilized the technology in businesses to work more efficiently and adapt to COVID-19 crisis?
- 3) What are the elements of TPB needed in context of success factors among social media entrepreneur
- 4) How significant the relationship of all the elements of TPB in context of success factors among social media entrepreneur?
- 5) How the prototype/guideline can be develop to show the success factors of entrepreneur social media in maintaining their business during COVID-19 crisis?
- 6) How to evaluate the elements/model in the guideline implemented in the prototype?

2. LITERATURE REVIEW

This study focusing on successful entrepreneurs that using the social media as a platform in their business. TPB model is widely used in many studies in order to predict of the individual's success factors influence to adopt an on-line system (Cheng et al., 2006; Lee, 2009) Regarding to the previous research this model use to explain service quality as the success factor adoption of e-banking system, also incorporate in previous research explored factors influencing for healthcare business, where people can make use of social media -based health management systems to fill the registration, chronic health management, make payment, getting health information and more. It Is easier for people to obtain health service only through social media. The three main success factors used in this study are Mentor (Tye, M., 2008; Harrison K, 2018), Knowledge (Blair, 2002; Tohidinia, Z., & Mosakhani, M., 2010) and System (Bell, M., & Omachonu, V., 2011; Brehse, 2016). According to (Kiboro, 2018; Lian & Yen, 2017) there has been relatively little research on the important factors that make an on-line business successful. Usually the previous researcher concentrated on a model of entrepreneur network capability focused the role of nascent entrepreneurs in managing and developing social network (Song, Y. et al., 2019), Shu et al. (2018) said there is no model that predict entrepreneur survival

based on on-line networks. Hence, it is important to determine of success factors among survival social media entrepreneur.

Currently Malaysia are recorded more than 98% are small and medium sized businesses (SMBs), but only few of them making survival or recovery accounted almost 40% of nation's GDP. 38% from there are SMBs that digitally operation their business using Facebook and October 2020 reported they made increased sales compared to before pandemic (Ismail, I., 2021). (Zafar & Khan, 2013) mentioned most likely a successful entrepreneur is having college education, means that a successful entrepreneur comes from among an educated people or *knowledgeable*. (Khajeheian D., 2013) in the study towards a success media entrepreneurs are require *business knowledge* and management skills, in business it is necessity to have knowledge in marketing, strategic management and planning skills. Blair strongly believed that if a person 'have knowledge' he or she will definitely bring benefits to the organization, the advantage of 'knowledge' that a person has is very meaningful and exceeds the capabilities of the data and organization's information systems (Blair, 2002; Tohidinia, Z., & Mosakhani, M., 2010). Knowledge sharing requires an intermediary between individuals and bring benefits to a group (Reid, F., 2003). Especially in industries that require skills and experience, the role of a leader is important to provide appropriate knowledge sharing. The growing recognition of knowledge will be faster and the effectiveness to change around is through Information Technology (IT) (Huysman & Wulf, 2006). Many previous research claimed different perception towards the correlation of between TPB and knowledge. Researchers should focus on the elements of TPB such control belief to see people's ability to face environmental challenges to continuous implement their knowledge sharing (Kuo, F. Y., & Young, M. L., 2008). While according to, (Karampour, S., & Bojarpour, M., 2012) emphasized subjective norm is greatly influence the factor knowledge sharing among employers.

(Sebora, Lee & Sukasame, 2009) studied success factors among online entrepreneur in Thailand, they found that only four factors led to success including of *locus of control*, achievement orientation (ACO), ease of use (EOU) and reliability. Locus control can be explained as individual perception of reasons for success in life and failures, it is an important aspect to describe individual

personality (Phonthanukitithaworn et al., 2019). Locus control can be classified into 2 categories such as internals where individual believed on their fate, chance and luck in life and externals where individual believed the results is depending on won effort, found that rural entrepreneur in Malaysia is more concerned with externals than internals (Kader et al, 2009). However, some of researchers indicate many successful entrepreneurs have high *risk-taking propensity* (Gelderen, Thurik, & Bosma, 2005; Norton & Moore, 2006). (Abdullah et al., 2009) lists of success factors involving decision-making ability, commitment, networking, tenacity, advancement drive, achievement oriented, *managing risk* and optimism. (Abideen & Salman S., 2011) argued entrepreneur's key of success factors is *locus of control*, *risk-taking propensity*, tenacity which are very committed to work, *knowledgeable*, experience and skill, desire responsibility, credibility, leadership, self-confidence, accountable, capable to sustained intense effort and personal value.

2.3 Social Media Entrepreneur (SME)

Entrepreneur comes from the French word "entreprendre" can be defined as individual who has a commitment, effort or take over (Çiçek, B., 2018) while according to the Oxford dictionary means individual who runs a business and earns profit or loss (Oxford Dictionary English, 2018). There are different perspectives regarding the meaning of entrepreneur, some state that an entrepreneur is individual who creates value is considered important in society because the values that they have been created can make people feels happy and glory (Çiçek, 2015).

Social media has become a trading centre that is commonly used by entrepreneurs, for example e-commerce. Entrepreneurs see many opportunities from social media, social media allows entrepreneurs to reach the existing customers, makes it easier for entrepreneurs to communicate and connect with a group of target or regular customers. In addition, entrepreneurs also build customer confidence in the product or service offered through social media (Safko, 2010). Content in social media is freely created by the users themselves (Bozarth, 2010) For example Facebook, users can build their own content or page with their own name (Comm, 2010). The following is the record of internet usage in Malaysia, in year 2021, total 27.43 million internet users and social media users in Malaysia is 28 million users out

of 32.57 million total Malaysia's population that was recorded in January 2021 (Kemp, S., 2021)

2.4 Malaysia During COVID-19 Outbreak

The world has now experienced the shock of a contagious disease that can lead to death due to severe acute respiratory syndrome, namely coronavirus 2 (SARS-CoV-2) or also known as COVID-19. The earlier of COVID-19 disease is come from Wuhan, Hubei Province, China. In December 2019 WHO received a report from the Chinese government about the virus, then WHO has set up an Incident Management Team (MIST) to conduct an immediate investigation to address the spread of COVID-19, this is categorized as an emergency because the number of cases is increasing every day (Gralinski, L. E., & Menachery, V. D., 2020). It was reported that the disease was found from Huanan seafood market, Wuhan. In the market there are a variety of exotic foods such as bats, birds and snakes that are believed to carry various types of viruses and high potential bacteria. However, Huanan market was closed on 1st January 2020 and sealed off by the Wuhan authorities (Newey, S., 2021) According to several studies, bats have 96% has genome sequencing similar to nCoV (Li, H. et al., 2020) This disease not only attacks the human respiratory system but also causes liver, neurological and gastrointestinal diseases.

COVID-19 cases were reported to be related to patients who had visited the Huanan market, but there were COVID-19 cases that were detected to have no history of travel to Wuhan (Chan et al., 2020). This rapid spread of COVID-19 becomes complicated because this is means that the disease is also transmitted from human to human (Li et al., 2020). In April 2020, Malaysia remained the highest COVID-19 case record in Southeast Asia for almost 2 weeks, with 4817 confirmed case COVID-19 positive and 77 deaths. This is because in January 2020, 3 Chinese citizens from Wuhan entered Malaysia via Singapore, so every day the cases are gradually increasing in Malaysia. However, Malaysia reported to WHO that COVID-19 case on May 2021, 417,512 confirmed case positive and 1,551 deaths (Anis, M. N., 2021)

There is a gap in this research where so little research has been conducted in exploring COVID-19 and what entrepreneurship can do to develop during a pandemic (Ratten, V., 2020) It was found that there is no comprehensive guideline for business leaders to develop their capabilities in a relevant way and show opportunities for

business leaders to innovate using the right strategy to take advantage of the COVID-19 pandemic situation (Li-Ying, J., & Nell, P., 2020). As a result they cannot see an opportunity for a long time. It is often seen that COVID-19 only brings disadvantages but some of the literature argued that entrepreneurs taking advantage of COVID-19 pandemic situation, for example Blended Sense which is a media technology company, founder Abigail Rose has made business changes with cost cutting and price model changes (McGrath et al., 2009) In addition, the government and business sectors are also taking advantage of this by restructuring the global supply chain as they see there are opportunities for the industry to grow (Manolova et al., 2020).

2.5 Technology and COVID-19

Even before pandemic crisis, automation is a trendy way across the industries used technology to take the manual labour. Technological advances not only meet aspects of human life needs, but technology is also able to change business structure by modernizing and developing inventive concepts, solving entrepreneurial problems in producing new results to ensure substantial growth in business (Dirican 2015; Ransbotham et al. 2018; Sushil 2019). Since the MCO enforced social distancing, now people at home and everything is closed, therefore technology is alternative way can help them to survive. They can find opportunity such business automation, on-line shop, delivery and more and it can also reduce business operating costs and allow entrepreneurs to make marketing decisions from home (Fisher et al. 2020; Mohammed et al. 2020). The other benefit that entrepreneurs to adopt technology in business, it is able to function quickly and more specifically which means opportunity to change from physical product into service (Polas, M. R. H., & Raju, V. 2021; Glavas et al. 2017; Carter 2018) such bills payment and money transfer only through application tools to access bank's on-line service without having to go to the location. Boston create 'digital clinic' using app for patients to share their data life experience during COVID-19 crisis, so the clinicians will monitor their patient and provide therapy skills session because this is best solution to deliver mental health care during this crisis (Torous, J. et al., 2020).

2.6 Social Media Entrepreneur and TPB

Attitude reflects the assessment of individual behavior (Sabah, S., 2016). The attitude treated by the individual shows the personality of the individual compared to the

social influence that is the subjective norm that brings the will of others (Krueger et al., 2000). Individual personal attitudes are constantly changing but can be learned (Krueger, Norris F., 2000)

H1 : There is a significant relationship and positive impact on the attitude and intention of social media entrepreneur

Subjective norm and entrepreneur's intention

Subjective norm refer to the belief that individual behavior is influenced by perceptions given by people's views. Their effectiveness varies to each individual, for example individuals working as entrepreneurs, co-workers are important to them other than family. According to arguments from the previous research about this TPB model ,the influence of attitude has higher potential on forming individual intention rather than subjective norm (Ham, M., Jeger, M., & Frajman Ivković, A., 2015). Generally, subjective norms shows weak correlated with the intention. However, (Krueger, Reilly, & Carsrud, 2000) proved the results of subjective norms are not correlated with intention. The influence of subjective norms are considered are not measured accurately. Therefore subjective norms are important to ensure entrepreneurs are positively clear with their intention.

H2 : There is a significant relationship and positive impact on the subjective norm and intention of social media entrepreneur

Perceived behavioral control and entrepreneur intention

Knowing that perceived behavior control is defined as an individual's perception of the difficulty or pleasure felt by an individual to perform a given behavior (Ajzen, 1991) According to views from previous research the TPM model rate of control over available resources (Ajzen, 2002) For example, entrepreneurs decide to adopt technology in business use, because that is only an effective way of business and entrepreneurs use social media platforms to the best of their ability to maximize benefits. Based on previous studies in varied contexts, suggest that attitude and perceived behavioral control has correlation to intentions, therefore when the contribution of perceived behavioral control excluded, the relationship between both attitude and intention will not leading to a firm conclusion (Lin et al., 2021) This is because perceived behavioral control plays a significant mediator between variable

attitudes and intentions, where as a mediator it use to describe how the predictor lead to outcome variable (Frazier, et al., 2004).

H3 : There is a significant relationship and positive impact on the attitude and perceived behavioral control

H4 : There is a significant relationship and positive impact on the perceived behavioral control and intention of social media entrepreneur

Technology and entrepreneur's intention

TPB model can be expanded in various ways with the addition of technology variables that also greatly affect the entrepreneur's intention since COVID-19 crisis, technology plays an important role in moving business along with other variables such as attitude, subjective norm and perceived behavior control (Conner & Armitage, 1998).

H5 : There is significant influence of technology and social media entrepreneur's intention

3. METHODOLOGY

3.1 Mixed Method Approach

Mixed method approach used in this study, first of all in this study, literature review was done to recover the problems occur regarding of success factors of enterprise social media entrepreneurs. Primary data will be decide on type of data in this study. Mixed method approach used in this study, first of all in this study, literature review was done to recover the problems occur regarding of success factors of enterprise social media entrepreneurs. Qualitative approach has been applied as *study I* to begin with this research to answer the research questions :What are the success factors that motivate

the social media entrepreneur during MCO COVID-19? How entrepreneurs utilized the technology in businesses to work more efficiently and adapt to COVID-19 crisis? The semi-structured interview question is focused on how they make use of technology as platform their on-line business towards as high-income societal well-being during MCO COVID-19. Study II will represent a conducted survey to see the

relationship elements of TPB. Implement it in prototype to show the success factors of entrepreneur social media in maintaining their business during COVID-19 crisis

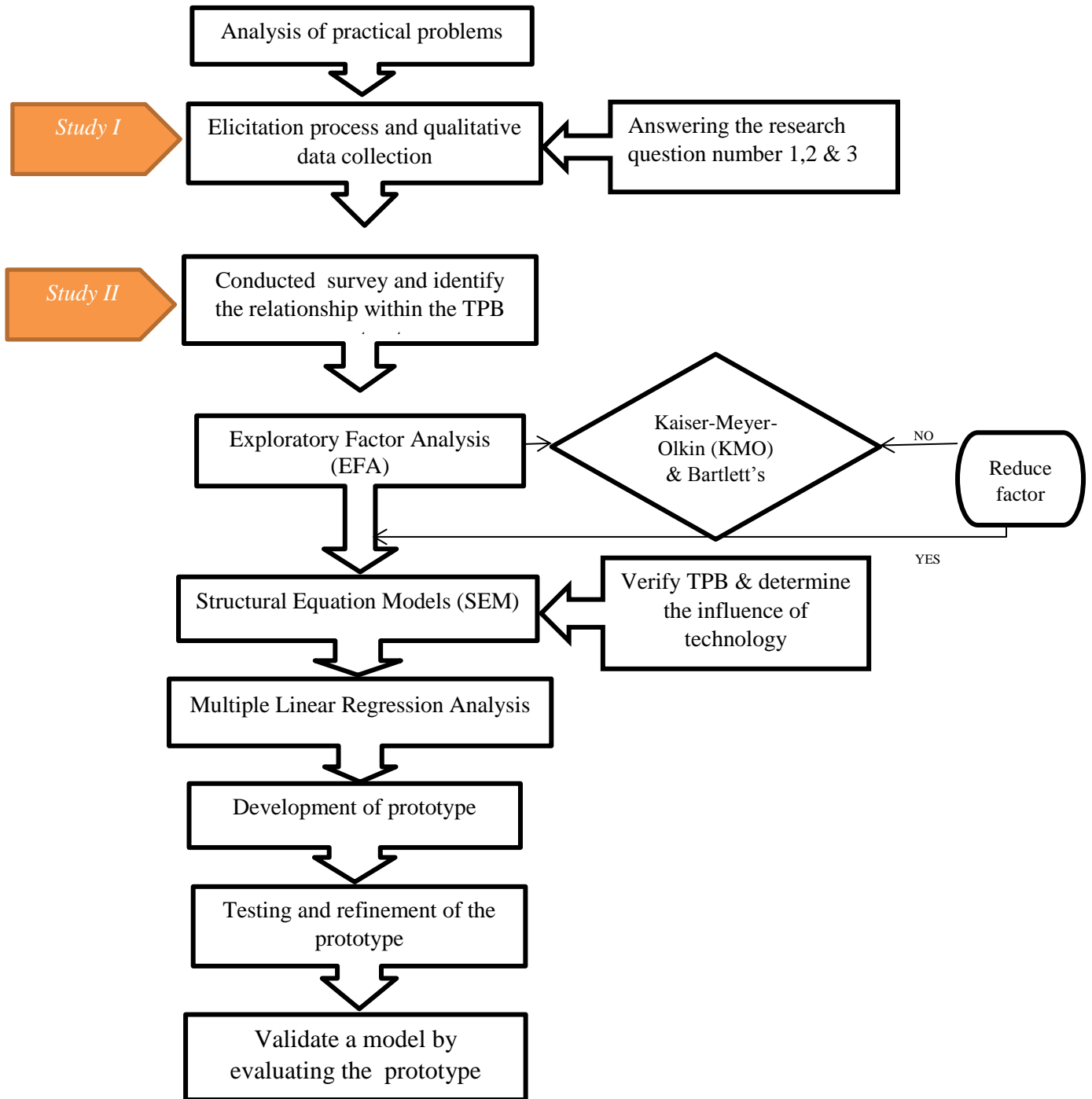


Figure 1: Research framework

Study I

3.2 The Sampling Design

Small range number 3 to 5 on selected higher performance achievers in enterprise social media or crown diamond manager (CDM) using non-probability sampling (purposive sampling). There are two perspectives of entrepreneurial success namely monetary and non-monetary (Angel, 2018). Monetary perspective is seen in terms of profitability, sales growth, business age and number of employees. Successful entrepreneurship is seen in terms of business growth (Achtenhagen, 2010), in addition the measure of entrepreneurial success is from success in business performance (Gottschalk, 2014). Therefore, the focus in this study is social media entrepreneurs with higher performance achievers. The respondents for this study are selected among the enterprise social media. The range of age of respondents starts from 20 to 55 years old.

3.3 Research Instrument

The instrument used in this study it serves as the most appropriate way to gather data, the interview questions was defined with the basis of theory of planned behavior (TPB) model. Each of the questions develop modified closely reflect the TPB and suit with the context of study. Particularly it blend of open-ended questions that require follow-up why or how questions (Adams, W. C., 2015). Twenty five questions has been created in this study, including of attitude items contain 14 questions, subjective norm items contain 5 questions and perceived behavioral control contain 6 questions. The instrument should be refined by the research advisor first before proceed to the interview session.

3.4 Data Collection Methods

For data collection the first primary method is using interview method. During the interview the researcher are seeking to gain information from a participant that is sense from their experienced (Burns & Grove, 1993). A semi structured interview developed as a guidance to the researcher so that the participant were asked the same open-ended question based on the topic area of interest.

3.4.1 Individual Interview

The researcher also used the appropriate prompts technique in order to explore the detail of the information. The laddering question were included as well when the researcher want to know the detail of the issue being discussed. All the face to face interview session were done where the interview takes place between the researcher and the participants in a physical location. The interview response were recorded using the phone recorder and the recorded

information then transferred to the computer. Each of the interview session lasted 30 to 40 minutes per session. If there is unclear or any doubt in the information given, the researcher will make another appointment with the participant to clear up the information. However, it was found that from the past few years there are some researchers are using diverse ways in collecting data, for example by using telephone and internet email (Bolderston, A., 2012). Especially at this time the country is experiencing an increase in COVID-19, it is highly recommended to prioritize the method can physically distancing.

3.4.2 Demographic Characteristics of Participants

The selected participants has responsibility such number of employees and at higher position in business. The range of age of participants starts from 20 to 55 years old and their business should be more than 3 years. Founders declared as highly successful founders at least 3 years with 85% work experience (Hojeige, G., 2020). According to (forbes), in reality it take years to become the truly successful companies (Reynolds, S., 2012).

3.5 Data coding

A part from that, the data analysis continued with the exploring of the modern technology. NVivo is the first software ever built exclusively for qualitative research data analysis. At first, the transcribing data were analyse using the thematic techniques. Then when the themes identified, the themes was set as a code. The codes the put into nodes in the Nvivo 12 for further analysis. The codes are usually follow the slice of words, phrases, sentences or even the whole paragraph either if it is from interview session or in the documents. The software helps to analyse the content analysis and to develop cognitive mapping using the 'Maps' application. It is also ease the process to analyse and organize the non-numerical data or textual data. Basically, the software help to classify, sort, arrange, examine relationship in data and combine analysis by linking, shaping, searching and modelling (Siti Uzairiah, 2017). Since, the coding is readable by software, NVivo 12 can be considered as an ideal tool to facilitate the outcomes. The results from the NVivo 12 analysis were presented in the subsequent chapter.

3.6 Research Credibility and Trustworthiness

The instrument may only have needed to employ pilot or member checking in order to seek objective opinion about the questions whether it is easier to understand, leading questions, avoid bias or to avoid any potential ambiguity. In this study I it is important to examine the ‘trustworthiness’ to ensure the quality studies. These criteria have been proposed for evaluating the “trustworthiness”, cited by (Lincoln & Guba, 1985) credibility, confirmability, transferability and dependability. Hence, there are certain biases and errors that can influence research reliability.

3.7 Ethical Consideration

The proposal for this research study and informed consent were submitted to the appropriate institutional review responsible for the protections of human subjects involved. The approval application was made through online via email to the department. Then the ethical clearance was obtained from the company director, to seek for approval to conduct research study. Each of the participant had been brief regarding the purpose of the study and the process involved. The participant was allowed to withdraw from the interview session at any time if they feel inappropriate to them. An inform consent been sign accordingly prior to interview session.

3.8 Data analysis

For data analysis, the researcher will use transcriptions of the interviewed and field notes as the sources. The researcher will be selected from the transcription of verbalism word for analyzing data and all the information from the interpretation will be identified. Using computer aided to help carry out the data analysis.

Study II

3.9 Research Design

Study II designed to answer research question number 4 to determines significant relationship of all the elements of TPB in context of success factors among social media entrepreneur as well as additional variable of technology that influence entrepreneur’s intention. In nature, the collection of data in study II is known as quantitative approach, the survey instrument developed needs to go with some process in order to conduct the survey

The hypothesis is as follows:

H1	There is a significant relationship and positive impact on the attitude and intention of social media entrepreneur
H2	There is a significant relationship and positive impact on the subjective norm and intention of social media entrepreneur
H3	There is a significant relationship and positive impact on the attitude and perceived behavioral control
H4	There is a significant relationship and positive impact on the perceived behavioral control and intention of social media entrepreneur
H5	There is significant influence of technology and social media entrepreneur's intention

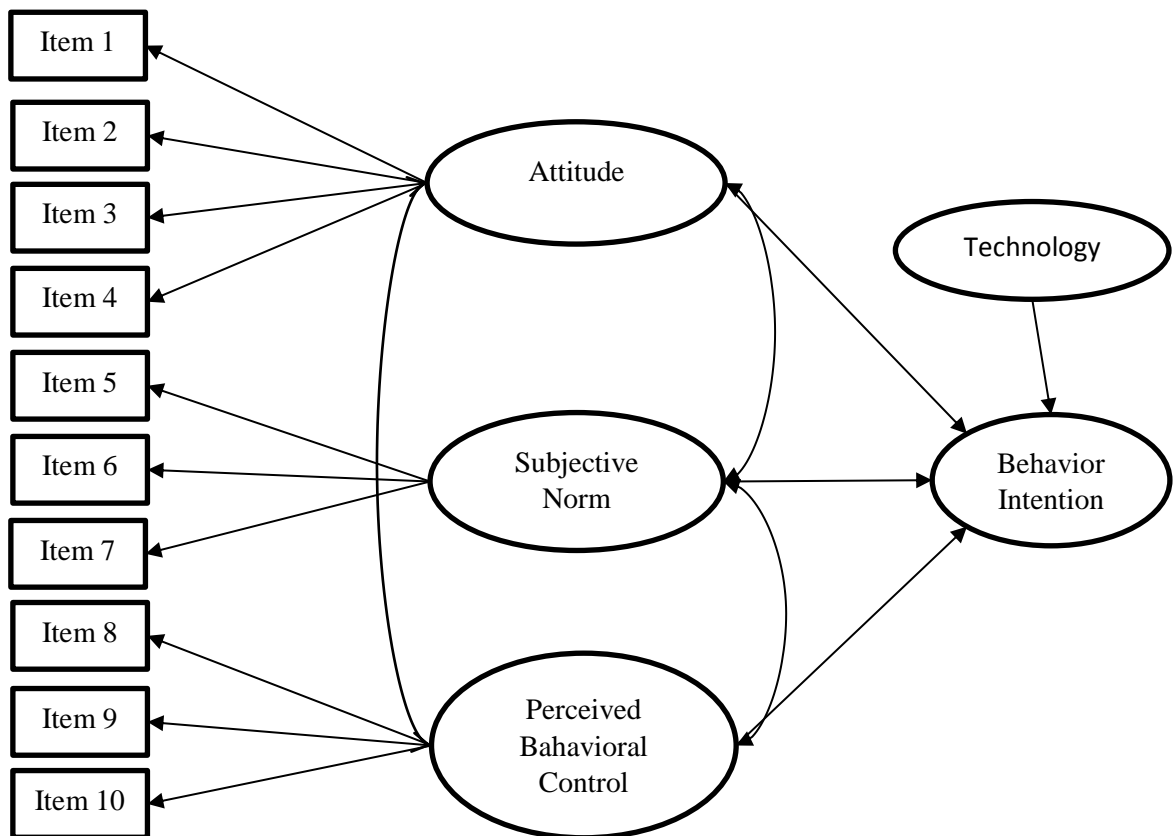


Figure 2 : The Proposed Model

3.10 Validity and Reliability of Questionnaire

Validity and reliability is important to ensure the quality of the questionnaire. Roughly explained that validity is used in quantitative data, to extent which concept is inaccurately measured from the research questionnaire with the real world (Heale, R., & Twycross, A., 2015). Secondly is reliability are contributing to validity that measure the accuracy of the questionnaire, to see whether the questionnaire reflects consistency and repeatability. (Maree, J.G. & Fraser, W.J., 2004) are questioned on the test of participant under the same conditions, how far it will show the same results. This could help the researcher by making the comparison, the more errors found in an assessment the greater its unreliability (Scherman, V., 2011).

3.11 Exploratory Factor Analysis (EFA)

Exploratory Factor Analysis (EFA) is statistical evidence of validity and is able to identify inappropriate items and removes them to improve the reliability scale (Yu, T., & Richardson, J. C., 2015). Besides, this statistical method also identifies construct dimensions by examining the relationship of each factor or item (Netemeyer, Bearden, & Sharma, 2003). Therefore, the construction of a new instrument in this study all 44 items it is important EFA to be done at early stages. A Kaiser-Meyer-Olkin (KMO) test used to measure the common factors among variable and conduct Bartlett's test to verify whether the correlation matrix is suitable for factor analysis (Zulkepli, M., 2017). If the result Sphericity Bartlett test revealed are significant and KMO test value of sample adequacy is reached larger than 0.50 indicate that factor-ability in data does exist. The purpose of these two tests is to measure the adequacy of sampling to determine the functionality of a matrix or data set as a whole (Richard A.J & Dean W.W, 2002).

3.12 Structural Equation Modelling (SEM)

Since that TPB contain of chain mediating casual variables, structural equation modelling (SEM) is appropriate statistical tool to identify the structural relationship between construct. There are two parts in SEM analysis, measurement model are showing the effect of latent variables and structural model is showing the relationship between of latent variables. However, reflective and formative known as part in latent variables. Reflective when causal action is flow from the latent variables to the indicators (Edwards & Bagozzi, 2000). In this research, cause action flow is from independent variables (attitude, subjective norms, PBC and technology) to the indicator

behavior (intention). While formative is when the causal action flow is from indicator to the composite variables.

3.13 Multiple Linear Regression (MLR) Analysis

Multiple linear regression (MLR) is statistical techniques can be called as multiple regression, it attempt to use more explanatory variables to predict the outcome of a response variable (Hayes, A., 2021) . The MLR is use to access the influence of attitude, subjective norms, PBC and technology as independent variables on the intention as dependent variable. Socio demographic of the respondents will be as dichotomous variable. The p-value <0.05 test the each null hypothesis, if it low than <0.05 it is meaning to reject the null hypothesis (Ramsay, C. R. et al., 2010). This is likely to be that the predictors has meaningful addition to the model.

3.14 Development of prototype

All the element needed implement in prototype that show the success factors of entrepreneur social media in maintaining their business during COVID-19 crisis. Application for entrepreneur was designed can use by android user to address the research question number 5; How the prototype/guideline can be develop to show the success factors of entrepreneur social media in maintaining their business during COVID-19 crisis, the application developed within the theoretical framework.

3.14.1 Roles of development

Designing the application user-interface, system technical and content development, the developer consider to the needs of stakeholders and employees The application is built based on the content of the existing application, whose design restricts the development of the application. This study was able to develop an adequate prototype for the purpose of use of all entrepreneurs.

3.15 Evaluation and testing

The prototype were testing by the entrepreneurs to give their feedback about certain features in application, it can help to showing the strengths and weakness of the innovation during the developing stage. 5 participants is enough for usability test and reach the best cost ratio if researcher have clear ideas on what to be test (Nielsen, J., 2012). In this phase appropriate method is needed, the

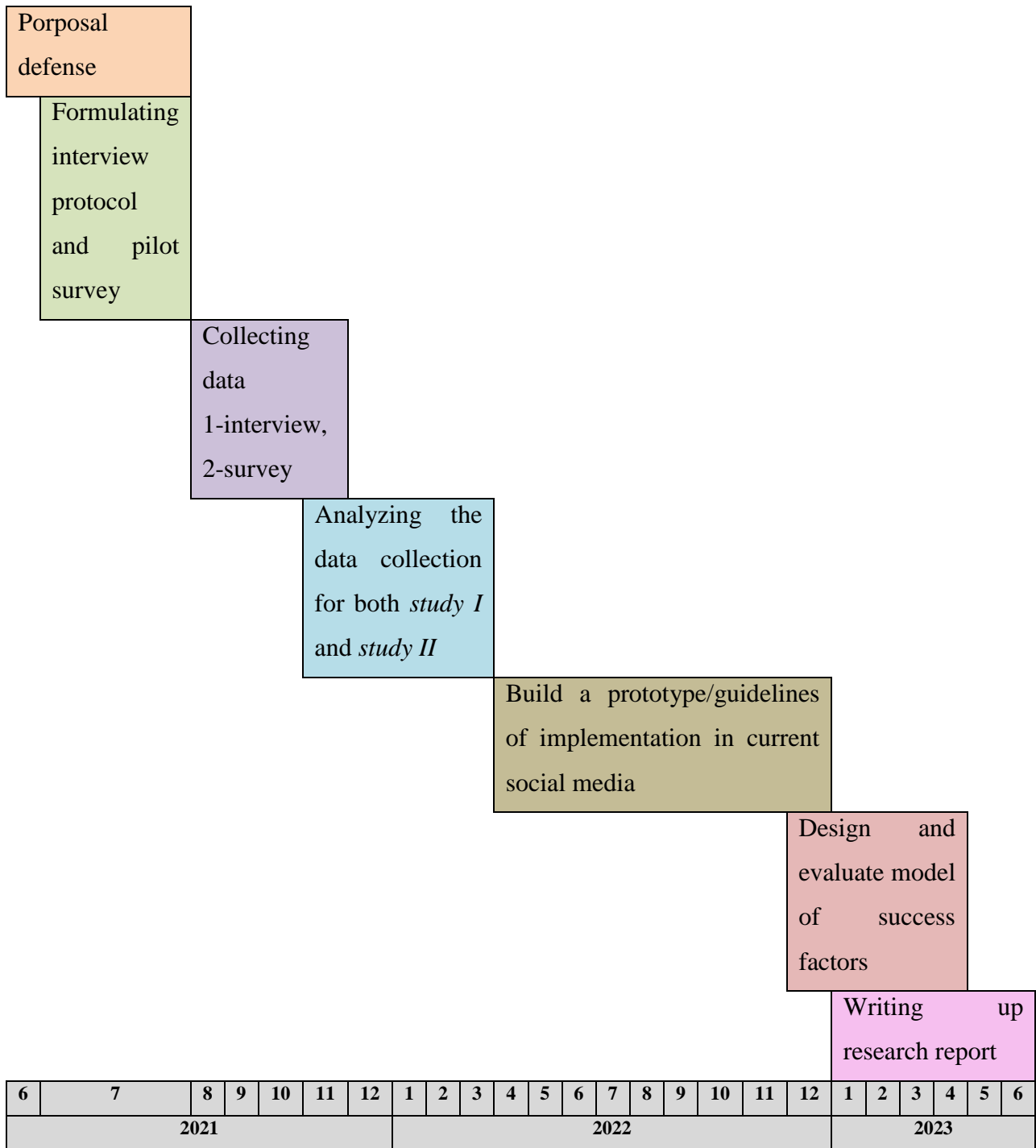
most suitable method is quantitative method. A cross-sectional on-line survey was developed and will electronically distribute by email or 'Whatsapp'. The questions developed refer from the best survey design related with technology advancement in social media use, the questions will pretesting before distribute to participants in order to ensure the questionnaire was concise, clear and understandable

4. Research Contribution/ Significance

The significance of this research is twofold enriched social media entrepreneur by providing new perspective of using social media strategy which encourage competency among entrepreneurs today facing COVID-19 crisis and provide a prototype that probably a lifesaver to social media entrepreneur. The unique of *Study I* would give new insight to the most widely applied theory by supporting the insertion of other variable into TPB model.

- 1) To identify the requirements of the elements in theory of planned behaviour (TPB) and their relationship in the context of success factors entrepreneur- Instead of finding the requirements needs in TPB in context of success factors social media entrepreneur, this research highlight incorporate or additional a different element in existing elements (attitude, subjective norm, perceive behavioral control) of TPB such '**technology**' that believed could influenced entrepreneur's intention to survive and success during COVID-19 crisis, the additional of variables is become pioneer to the theory. Besides, it is suggested by Ajzen (1991) to explore the including of factors that influence the relationship between both individual behaviour and intention.
- 2) To model the elements needed and implement it in prototype/guidelines of implementation in current social media and design a model of success factors Malaysian entrepreneur in maintaining business during MCO COVID-19- The practical significance of this research could gives benefits to both learning institution and business practitioners can take part focusing on bridging the gap between the literature integrating the TPB and the adoption of technology to develop their capabilities in a relevant way and show opportunities to innovate using this comprehensive prototype for business purpose.
- 3) To validate the model by evaluating the prototype- this research could providing realistic and contribution to a professional development.

5. Gantt Chart of Research Activities with Milestones



References

- Abudullah, F., Hamali, J., Deen AR., Saban, G., Abudurahman Z., (2009) “Developing a framework of success of Bumiputera entrepreneurs”, *Journal of Enterprising Communities: People and Places in the Global Economy*, Vol 3, No.1, pp. 8-24
- Abebe, M. (2014). Electronic commerce adoption, entrepreneurial orientation and small-and medium-sized enterprise (SME) performance. *Journal of small business and enterprise development*, 21(1), 100-116. <https://doi.org/10.1108/JSBED-10-2013-0145>
- Abideen & Salman S. (2011), Examining success factors: Entrepreneurial approaches in mountainous regions of Pakistan. *European Journal of Business and Management* ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol 3, No.4, 2011
- Achtenhagen, L., Naldi, L., & Melin, L. (2010). "Business Growth"— Do About the Same Thing? *Entrepreneurship Theory and Practice*, March(46), 289–317
- Adams, W. C. (2015). Conducting Semi-Structured Interviews. *Handbook of Practical Program Evaluation*, 492–505. <https://doi.org/10.1002/9781119171386.ch19>
- Adb. (2020). The Economic Impact of the COVID-19 Outbreak on Developing Asia
- Ajzen, I. (1991). The theory of planned behaviour. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211
- Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology*, 32(4), 665-683
- Alter, S. (2006). *The Work System Method: Connecting People, Processes, and IT for Business Results* (1st ed.). Work System Press
- Anis, M. N. (2021, May 3). *Covid-19: 2,500 new cases bring total to 417,512*. The Star Online. <https://www.thestar.com.my/news/nation/2021/05/03/covid-19-2500-new-cases-bring-total-to-417512>
- Anand, R. (2021, February 11). Malaysia’s GDP shrinks 5.6% in 2020, worst performance since 1998. *The Straits Times*. <https://www.straitstimes.com/business/economy/malaysias-economy-shrinks-faster-than-expected-in-q4-on-tighter-covid-19-curbs>
- Angel, P., Jenkins, A., & Stephens, A. (2018). Understanding entrepreneurial success: A phenomenographic approach. *International Small Business Journal: Researching Entrepreneurship*, 36(6), 611–636. <https://doi.org/10.1177/0266242618768662>
- Anis, M. N. (2021, May 3). *Covid-19: 2,500 new cases bring total to 417,512*. The Star Online. <https://www.thestar.com.my/news/nation/2021/05/03/covid-19-2500-new-cases-bring-total-to-417512>
- Anwar, K. (2020, 4 19). *650,000 majikan bagai telur di hujung tanduk*. Retrieved from *sinarharian*: <https://www.sinarharian.com.my/article/79575/BERITA/Nasional/650000-majikan-bagai-telur-di-hujung-tanduk>
- Bernamea. (2021, January 12). *Economic activities will continue to function during state of emergency - PM Muhyiddin*. Prime Minister’s Office of Malaysia. <https://www.pmo.gov.my/2021/01/economic-activities-will-continue-to-function-during-state-of-emergency-pm-muhyiddin/>
- Bell, M., & Omachonu, V. (2011). Quality system implementation process for business success. *International Journal of Quality & Reliability Management*, 28(7), 723–734.
- Bolderston, A. (2012). Conducting a Research Interview. *Journal of Medical Imaging and Radiation Sciences*, 43(1), 66–76. <https://doi.org/10.1016/j.jmir.2011.12.002>
- Boyd Cohen, M. W. (2007). *Market imperfections, opportunity and sustainable entrepreneurship*. Retrieved October 17, 2018, from *sciencedirect*: <https://www.sciencedirect.com/science/article/abs/pii/S0883902605000571>

- Bozarth, J. (2010). *Social media for trainers: Techniques for enhancing and extending learning*. John Wiley & Sons
- Burns, N., & Grove, S.K. (1993). *The practice of nursing research: Conduct, critique and utilization* (2nd ed.). Philadelphia: W.B. Saunders company
- Carter, D. (2018). How real is the impact of artificial intelligence? The business information survey 2018. *Business Information Review*, 35(3), 99–115
- Celaya, L. A. (1996) "The relationship between technophobia among the manufacturing workforce and the age and gender of selected workers", PhD Thesis, Walden University, USA. [online] Available at: <http://search.proquest.com/docview/304343856/abstract/4DA-V2E92541C4225PQ/>
- Chan, J. F. W., Yuan, S., Kok, K. H., To, K. K. W., Chu, H., Yang, J., Xing, F., Liu, J., Yip, C. C. Y., Poon, R. W. S., Tsoi, H. W., Lo, S. K. F., Chan, K. H., Poon, V. K. M., Chan, W. M., Ip, J. D., Cai, J. P., Cheng, V. C. C., Chen, H., . . . Yuen, K. Y. (2020). A familial cluster of pneumonia associated with the 2019 novel coronavirus indicating person-to-person transmission: a study of a family cluster. *The Lancet*, 395(10223), 514–523. [https://doi.org/10.1016/s0140-6736\(20\)30154-9](https://doi.org/10.1016/s0140-6736(20)30154-9)
- Cheng, T. E., Lam, D. Y., & Yeung, A. C. (2006). Adoption of internet banking: An empirical study in Hong Kong. *Decision Support Systems*, 42(3), 1558–1572.
- Churchill, N. C., Carsrud, A. L., Gaglio, C. M., & Olm, K. W. (1987). Entrepreneurs—Mentors, Networks, and Successful New Venture Development: An Exploratory Study. *American Journal of Small Business*, 12(2), 13–18. <https://doi.org/10.1177/104225878701200201>
- Çiçek, B. (2018). Social Media Entrepreneurship (Sosyal Medya Girişimciliği). *Journal of Social Science*, 2(1), 10–17. <https://doi.org/10.33709/ictimaiyat.417271>
- Conner, M., & Armitage, C. J. (1998). Extending the Theory of Planned Behavior: A Review and Avenues for Further Research. *Journal of Applied Social Psychology*, 28(15), 1429–1464. <https://doi.org/10.1111/j.1559-1816.1998.tb01685.x>
- Comm, J. (2010). *Twitter power 2.0: How to dominate your market one tweet at a time*. John Wiley & Sons
- Dawnay, G. (2020, April 3). *Covid-19—a pandemic sized reminder of our place in the world*. The BMJ. <https://blogs.bmj.com/bmj/2020/04/03/giles-dawnay-covid-19-pandemic-sized-reminder-place-world/>
- Dilip kumar, M. (2006). Problems of Entrepreneurs in India. Retrieved from researchgate: https://www.researchgate.net/publication/318094156_A_study_on_the_challenges_faced_by_the_Entrepreneurs.
- Dirican, C. (2015). The impacts of robotics, artificial intelligence on business and economics. *Procedia-Social and Behavioral Sciences*, 195, 564–573
- Edwards, J. R., & Bagozzi, R. P. (2000). On the nature and direction of relationships between constructs and measures. *Psychological Methods*, 5, 155-174
- Fisher, G., Stevenson, R., & Burnell, D. (2020). Permission to hustle: Igniting entrepreneurship in an organization. *Journal of Business Venturing Insights*, 14, e00173.
- Frazier, P.A.; Tix, A.P.; Barron, K.E (220). Testing moderator and mediator effects in counseling psychology research. *J. Couns. Psychol.* 51,115
- Geldereren, M. V., Thurik, R., & Bosma, N. (2005). Success and Risk Factors in the Pre-Startup Phase. *Small Business Economics*, 24(4), 365–380. <https://doi.org/10.1007/s11187-004-6994-6>

- Gilbert, D., Lee- Kelley, L., & Barton, M. (2003). Technophobia, gender influences and consumer decision- making for technology- related products. *European Journal of Innovation Management*, 6(4), 253–263.
- Gottschalk, S., Greene, F. J., Hower, D., & Muller, B. (2014). If you don't succeed, should you tryagain? The role of entrepreneurial experience in venture survival. *Zentrum Für Europäische Wirtschaftsforschung*, 1–45
- Gralinski, L. E., & Menachery, V. D. (2020). Return of the Coronavirus: 2019-nCoV. *Viruses*, 12(2), 135. <https://doi.org/10.3390/v12020135>
- Ham, M., Jeger, M., & Frajman Ivković, A. (2015). The role of subjective norms in forming the intention to purchase green food. *Economic Research-Ekonomska Istraživanja*, 28(1), 738–748. <https://doi.org/10.1080/1331677x.2015.1083875>
- Heale, R., & Twycross, A. (2015b). Validity and reliability in quantitative studies. *Evidence Based Nursing*, 18(3), 66–67. <https://doi.org/10.1136/eb-2015-102129>
- Hojeige, G. (2020, February 5). *The Average Age Of A Successful Startup Founder Is 45*. Entrepreneur. <https://www.entrepreneur.com/article/345884>
- Huysman, M., & Wulf, V. (2006). IT to Support Knowledge Sharing in Communities, towards a Social Capital Analysis. *Journal of Information Technology*, 21(1), 40–51. <https://doi.org/10.1057/palgrave.jit.2000053>
- Ismail, I. (2021, February 10). *#TECH: Why social media is so important to businesses today*. NST Online. <https://www.nst.com.my/lifestyle/bots/2021/02/664793/tech-why-social-media-so-important-businesses-today>
- Kader, R. A., Mohamad, M. R. B., & Ibrahim, A. A. H. C. (2009). Success Factors for Small Rural Entrepreneurs under the One-District-One-Industry Programme in Malaysia. *Contemporary Management Research*, 5(2). <https://doi.org/10.7903/cmr.1173>
- Karampour, S., & Bojarpour, M. (2012). An implementation of TPB method for learning important factors influencing knowledge sharing. *Management Science Letters*, 2(7), 2293–2300. <https://doi.org/10.5267/j.msl.2012.08.015>
- Kemp, S. (2021, February 11). *Digital in Malaysia: All the Statistics You Need in 2021*. DataReportal – Global Digital Insights. <https://datareportal.com/reports/digital-2021-malaysia>
- Khajeheian D. (2013) New Venture Creation in Social Media Platform; Towards a Framework for Media Entrepreneurship. In: Friedrichsen M., Mühl-Benninghaus W. (eds) Handbook of Social Media Management. Media Business and Innovation. Springer, Berlin, Heidelberg.
- Kiboro, S. W. (2018). Factors influencing performance of online businesses in Kenya: A case of businesses in Nairobi County. United States International University-Africa
- Krueger, Norris F. 2000. The cognitive infrastructure of opportunity emergence. *Entrepreneurship: Theory and Practice*, 24(3), 5–22
- Krueger, N. F., Reilly, M. D., & Carsrud, A. L. 2000. Competing models of entrepreneurial intentions. *Journal of Business Venturing*, 15(5), 411–432
- Koul, S., & Eydgahi, A. (2019). The Impact of Social Influence, Technophobia, and Perceived Safety on Autonomous Vehicle Technology Adoption. *Periodica Polytechnica Transportation Engineering*, 48(2), 133–142. <https://doi.org/10.3311/pptr.11332>
- Kuo, F. Y., & Young, M. L. (2008b). Predicting knowledge sharing practices through intention: A test of competing models. *Computers in Human Behavior*, 24(6), 2697–2722.

- Lacey, A. & Luff, D. (2001). *Trent focus for research and development in primary healthcare: An introduction to qualitative data analysis*. Nottingham, UK: Trent Focus
- Lee, M.C. (2009), "Factors influencing the adoption of internet banking: an integration of TAM and TPB with perceived risk and benefit", *Electronic Commerce Research and Applications*, Vol. 8 No. 3, pp. 130-141
- Lian, J.-W., & Yen, D. C. (2017). Understanding the relationships between online entrepreneurs' personal innovativeness, risk taking, and satisfaction: Comparison of pure-play and click-and-mortar. *Journal of Organizational Computing and Electronic Commerce*, 27(2), 135-151
- Li-Ying, J., & Nell, P. (2020, June 24). *Navigating opportunities for innovation and entrepreneurship under COVID-19*. California Management Review. <https://cmr.berkeley.edu/2020/06/innovation-entrepreneurship/>
- Lichtenstein, G. A., & Lyons, T. S. (2001c). The Entrepreneurial Development System: Transforming Business Talent and Community Economies. *Economic Development Quarterly*, 15(1), 3–20. <https://doi.org/10.1177/089124240101500101>
- Lin, Y. C., Liu, G. Y., Chang, C. Y., Lin, C. F., Huang, C. Y., Chen, L. W., & Yeh, T. K. (2021). Perceived Behavioral Control as a Mediator between Attitudes and Intentions toward Marine Responsible Environmental Behavior. *Water*, 13(5), 580.
- Li, H., Liu, S. M., Yu, X. H., Tang, S. L., & Tang, C. K. (2020). Coronavirus disease 2019 (COVID-19): current status and future perspectives. *International Journal of Antimicrobial Agents*, 55(5), 105951.
- Lincoln, Y. S., & Guba, E. G. (1985). *Naturalistic inquiry*. Beverly Hills, CA: Sage Publications
- malaysiakini. (2020, April 10). *Kajian: 77% rakyat M'sia akui sukar kerja dari rumah*. <https://www.malaysiakini.com/news/519967>
- Manolova, T. S., Brush, C. G., Edelman, L. F., & Elam, A. (2020). Pivoting to stay the course: How women entrepreneurs take advantage of opportunities created by the COVID-19 pandemic. *International Small Business Journal: Researching Entrepreneurship*, 38(6), 481–491.
- McGrath, R.G., Macmillan, & IC., (2009) *Discovery-Driven Growth: A Breakthrough Process to Reduce Risk and Seize Opportunity*. Cambridge, MA: Harvard Business Press
- Md Lukmanul Hakim, N. A., Junaidun, N. A., Mohamad Fadzil, N. S., & Mohd Ishar, M. I. (2021). Persepsi Pengguna Internet di Malaysia Semasa Pandemik COVID-19. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 6(4), 117–125
- Mohammed, A. O., Khidhir, B. A., Nazeer, A., & Vijayan, V. J. (2020). Emergency remote teaching during Coronavirus pandemic: the current trend and future directive at Middle East College Oman. *Innovative Infrastructure Solutions*, 5(3), 1–11
- Nadaraja, R., & Yazdanifard, R. (2013). *Social media marketing: Advantages and disadvantages* (pp. 1–10). Hooksett, NH: Social Media Marketing, Centre of Southern New Hampshire University
- Naqib Idris, A. (2021, May 30). *Number of new Covid-19 cases reaches another record high, breaches 9,000 mark*. The Edge Markets. <https://www.theedgemarkets.com/article/malaysia-reports-9020-new-covid19-cases>
- Netemeyer, R.G., Bearden, W.O., & Sharma, S. (2003). *Scaling procedures. Issues and applications*. Thousand Oaks: Sage Publications
- networkreadinessindex. (2020). *NRI 2020 Countries – Network Readiness Index*. NRI. <https://networkreadinessindex.org/nri-2020-countries/>

- Pattison, K. (2009), “ How to market your business with Facebook ”, The New York Times , November 11, available at: www.nytimes.com/2009/11/12/business/smallbusiness/12guide.html?_r=1
- Nielsen, J. (2012, June 3). *How Many Test Users in a Usability Study?* Nielsen Norman Group. <https://www.nngroup.com/articles/how-many-test-users/>
- Newey, S. (2021, April 18). *Wuhan officials identified Huanan market as a pandemic risk at least five years before Covid emerged.* The Telegraph. <https://www.telegraph.co.uk/global-health/science-and-disease/wuhan-officials-identified-huanan-market-pandemic-risk-least/>
- Norton, W. I., & Moore, W. T. (2006). The Influence of Entrepreneurial Risk Assessment on Venture Launch or Growth Decisions. *Small Business Economics*, 26(3), 215–226.
- Phonthanakitithaworn, C., Ketkaew, C., & Naruetharadhol, P. (2019). Relevant Factors for Success as an Online Entrepreneur in Thailand. *SAGE Open*, 9(1), 215824401882175. <https://doi.org/10.1177/2158244018821757>
- Polas, M. R. H., & Raju, V. (2021). Technology and Entrepreneurial Marketing Decisions During COVID-19. *Global Journal of Flexible Systems Management*, 22(2), 95–112.
- Prime Minister’s Office of Malaysia (2020). Movement Control Order: FAQ & info. Retrieved from <https://www.pmo.gov.my/2020/03/movement-control-order-faq-info/>
- Ransbotham, S., Gerbert, P., Reeves, M., Kiron, D., & Spira, M. (2018). Artificial intelligence in business gets real. *MIT sloan management review*, September, 17, 60280. Available at: <https://sloanreview.mit.edu/projects/artificial-intelligence-in-business-gets-real/>
- Ratten, V. (2020). Coronavirus (covid-19) and entrepreneurship: changing life and work landscape. *Journal of Small Business & Entrepreneurship*, 32(5), 503–516. <https://doi.org/10.1080/08276331.2020.1790167>
- Reid, F. (2003). Creating a knowledge-sharing culture among diverse business units. *Employment Relations Today*, 30(3), 43–49. <https://doi.org/10.1002/ert.10097>
- Reynolds, S., Wilson, C., Austin, J., & Hooper, L. (2012). Effects of psychotherapy for anxiety in children and adolescents: A meta-analytic review. *Clinical Psychology Review*, 32(4), 251–262. <https://doi.org/10.1016/j.cpr.2012.01.005>
- Richard, A.J. and Dean, W.W. 2002. Applied multivariate statistical analysis. London: Prentice-Hall.
- Sabah, S. (2016, November 9). *Entrepreneurial Intention: Theory of Planned Behaviour and the Moderation Effect of Start-Up Experience.* IntechOpen. <https://www.intechopen.com/books/entrepreneurship-practice-oriented-perspectives/entrepreneurial-intention-theory-of-planned-behaviour-and-the-moderation-effect-of-start-up-experien>
- Safko, L. (2010). *The social media bible: tactics, tools, and strategies for business success.* 2nd ed. Hoboken, N.J.: Wiley
- Sebora, T. C., Lee, S. M., & Sukasame, N. (2008). Critical success factors for e-commerce entrepreneurship: an empirical study of Thailand. *Small Business Economics*, 32(3), 303–316. <https://doi.org/10.1007/s11187-007-9091-9>
- Shahzad, A., Chin, H. K., Altaf, M., & Bajwa, F. A. (2020). Malaysian SME's performance and the use of e-commerce: A multi-group analysis of click-and-mortar and pure-play e-retailers. *Pakistan Journal of Commerce and Social Sciences (PJCSS)*, 14(1), 1-33. <http://hdl.handle.net/10419/216862>

- Shu, R., Ren, S., & Zheng, Y. (2018). Building networks into discovery: the link between entrepreneur network capability and entrepreneurial opportunity discovery. *Journal of Business Research*, 85, 197–208
- Siti Masayu, A. R. (2016). keupayaan ict dalam meningkatkan pencapaian usahawan wanita: satu kajian kes usahawan luar bandar di malaysia (capability of ict in improving the achievements of rural women entrepreneurs in malaysia). *journal of social science and humanities*, 11(2), 80. Siti Uzairiah, M.T., (2017) *Qualitative research, interview analysis & NVivo 11 exploration*. (4th ed.). Kuala Lumpur: Malaysia
- St-Jean, E., & Audet, J. (2009). The role of mentoring in the learning development of the novice entrepreneur. *International Entrepreneurship and Management Journal*, 8(1), 119–140. <https://doi.org/10.1007/s11365-009-0130-7>
- St-Jean, E., Radu-Lefebvre, M., & Mathieu, C. (2017). Can less be more? Mentoring functions, learning goal orientation, and novice entrepreneurs' self-efficacy. *International Journal of Entrepreneurial Behavior & Research*, 24(1), 2–21. <https://doi.org/10.1108/ijebr-09-2016-0299>
- Sushil. (2019). Efficient interpretive ranking process incorporating implicit and transitive dominance relationships. *Annals of Operations Research*, 283(1–2), 1489–1516
- Tohidinia, Z., & Mosakhani, M. (2010). Knowledge sharing behaviour and its predictors. *Industrial Management & Data Systems*, 110(4), 611–631. <https://doi.org/10.1108/02635571011039052>
- Torous, J., Jän Myrick, K., Rauseo-Ricupero, N., & Firth, J. (2020). Digital Mental Health and COVID-19: Using Technology Today to Accelerate the Curve on Access and Quality Tomorrow. *JMIR Mental Health*, 7(3), e18848. <https://doi.org/10.2196/18848>
- Tye, M. (2008). The mentor and the entrepreneur: a study of mentors and mentoring through the lens of entrepreneurs
- Ucbasaran, D., Westhead, P., & Wright, M. (2009). The extent and nature of opportunity identification by experienced entrepreneurs. *Journal of Business Venturing*, 24(2), 99–115.
- Vlaanderen. (2020, 11 23). *CORONA VIRUS – The situation in Malaysia*. Retrieved from [flandersinvestmentandtrade: https://www.flandersinvestmentandtrade.com/export/nieuws/corona-virus-%E2%80%93-situation-malaysia#:~:text=Prime%20Minister%20Muhyiddin%20Yassin%20mentioned%20the%20business%20activities%20are%20suspended](https://www.flandersinvestmentandtrade.com/export/nieuws/corona-virus-%E2%80%93-situation-malaysia#:~:text=Prime%20Minister%20Muhyiddin%20Yassin%20mentioned%20the%20business%20activities%20are%20suspended)
- Waliul Hasanat, M., Hoque, A., & Afrin Shikha, F. (2020). The Impact of Coronavirus (Covid-19) on E-Business in Malaysia. *Asian Journal of Multidisciplinary Studies*, 3(1), 1–6. https://www.researchgate.net/publication/340445932_The_Impact_of_Coronavirus_Covid-19_on_E-Business_in_Malaysia
- Yu, T., & Richardson, J. C. (2015b). An Exploratory Factor Analysis and Reliability Analysis of the Student Online Learning Readiness (SOLR) Instrument. *Online Learning*, 19(5). <https://doi.org/10.24059/olj.v19i5.593>
- Zafar, S., & Khan, I. M. (2013). Examining factors of entrepreneur-ial success: Culture, gender, education, family, self-perception. *Journal of Poverty, Investment and Development*, 2, 37-48
- Zulkepli, M. (2017). An exploratory factor analysis and reliability analysis for green affordable housing criteria instrument. Universiti Teknologi Malaysia.