

SUSTAINABLE ENTREPRENEURSHIP IN MALAYSIA: A GROUNDED THEORY



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1. Letter of Report Submission

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Assalamualaikum

SUBMISSION OF FRGS 2012 REPORT – SUSTAINABLE ENTREPRENEURSHIP IN MALAYSIA: A GROUNDED THEORY APPROACH

The matter above is hereby addressed.

We are hereby very glad to submit a copy of our research report as mentioned for your perusal and safe keeping.

Your support and patience in realizing the completion of the project is highly appreciated.

Thank you and kindest regards

Amran Awang, PhD
Principal Investigator

5.2 Enhanced Executive Summary

Sustainable entrepreneurship focused on the preservation of nature, life support, and community in pursuit of perceived opportunities to bring into existence future products, processes, and services for gain, where gain is broadly construed to include economic and non-economic gains to individuals, the economy, and society. Studies in sustainability among entrepreneurs have been increasing significantly however, not very much was achieved and documented. Debates and arguments were found in many articles regarding the sustainability issue all over the world. Recently, issues on sustainability entrepreneurship has entered the mainstream.

The literature reviews covered articles in ET&P, Journal of Business Venturing, Academy of Management Journal, Academy of Management Review, Academy of Management Perspectives, Journal of Management between year 2000 to 2015. The literature reviews help in identifying gaps in concepts, variables, and model development.

Firstly, the paper aims to establish a direction of sustainable entrepreneurship in the near future. Capitalizing on Malaysia, we examined related concepts, variables and theories is explored through grounded theory approach. Secondly, the paper justified appropriate construct that measures sustainable entrepreneurship.

The research approach was executed in three phases. First phase saw the usage of qualitative method where unstructured interviews among related authorities, ventures, entrepreneurs and communities. The second phase developed the concept, theories and variables into a workable framework of sustainable entrepreneurship in Malaysia based on data in phase one. Third phase shall witness the formation of construct that measured sustainable entrepreneurship in Malaysia.

The results showed that three main categories of sustainable entrepreneurship, the planet, people and profit based on Elkington's Triple Bottom Line (TBL) concept. Three sub categories of the planet factor comprises of nature concern, environmental behavior and resources. For people factor explains four sub categories comprise of innovators, human capital, work performance and capabilities. And the profit factor explains three sub categories of organizational culture, business experience and financing.

5.3 Introduction

Argument posed in Shepherd and Patzelt (2011) of what is to be sustained? And what is to be developed? in capitalizing on sustainable entrepreneurship shall be explored further in Malaysia. Sustaining Malaysia with regard to her environment, community and entrepreneurship uphold her Vision 2020 in establishing herself as a developed country. The argument brought forward series of research questions to be explored. This research explores sustainable entrepreneurship in Malaysia based on those research questions, and other issues pertaining to developing country like Malaysia.

Sustainable entrepreneurship should consider both what is to be sustained and what is to be developed simultaneously. Thus activities of nature preservation, life support and community shall enhance opportunity in production of services, products and processes beneficial economically and non-economically to individual, the economy and society (Shepherd & Patzelt, 2011).

The study utilizes both qualitative and quantitative methods in capturing all elements mentioned under sustainable entrepreneurship definition. The qualitative method observes an inductive approach of focus group surveys at individual, organization and industry levels. The method capitalizes on Glaser and Strauss (1967) grounded theory approach where the theory is derived from the ground. The information will be used to formulate constructs that will form a model. On the other hand, the quantitative method shall put an effort in compiling the data to verify the model.

5.4 Brief Literature Review

Most of the studies in sustainable entrepreneurship were conceptual and definitional in nature. For example, Paris and Kates (2003) focuses on what to be sustained, they are nature, life support systems, and community. On the other hand, Leiserowitz, Kates and Parris (2006) discusses on what is to be developed such as, individuals, the economy, and society. Subsequently, Shepherd and Patzelt (2011) proposed some insight in their paper the whereabouts of sustainable entrepreneurship that could be visualized through economics, institutional and psychological lenses, the approach capitalizes on the issue discussed in Kates and Parris (2006). Consequently, Slaper and Hall (2011) propose the Elkington's (1997) triple bottom line (TBL) approach as a framework for studying sustainable entrepreneurship.