

# **EXAMINING KNOWLEDGE TRANSFER USING SECI MODEL AS LENSES: A STUDY OF INTERACTION AMONG LOCAL MALAYSIAN ENTREPRENEURS AND INDONESIAN CROSS-BORDER ENTREPRENEURS IN CROSS-BORDER SERIKIN WEEKEND MARKET**

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## **ABSTRACT**

Little attention has been given to the study on the impact of local Bidayuh entrepreneurs in Serikin weekend market despite the tremendous presence of cross-border Indonesian entrepreneurs. The objective of this study is to examine the knowledge transfer that may have happened between the entrepreneurs between two countries during their interaction every weekend by using SECI Model as lenses. Qualitative phenomenological study was conducted to answer the research questions. A total of thirty local/Bidayuh entrepreneurs were purposively selected to participate in this study in order to get rich data. Participants were interviewed using semi-structured interview questions and the data were analyzed using content analysis approach. This study concluded that the presence of Indonesian-cross border entrepreneur helps to improve the economy of the villagers, open the opportunities for business partner, provide role model in doing business, and bring revenue to the government. However, although the business-activities in Serikin market have been going on for decades, the transfer of knowledge among fellow entrepreneurs (between Indonesian cross-border entrepreneurs and Bidayuh-entrepreneurs) is still very minimal. This is due to the very limited time and space for them to have interaction. Recommendations to improve this situation are provided at the end of this paper.

*Keywords:* Entrepreneur, Local/Bidayuh, SECI Model, Knowledge Transfer, Qualitative

## **Background of the Study**

The existence of Serikin weekend market has been increasingly recognized amongst local (Kuching) people and those from peninsular Malaysia and even foreign tourists who come to Sarawak due to the uniqueness of goods sold and the price is reasonably cheap as compared to other markets. It is located at the Malaysia-side at the border between Sarawak, Malaysia and Kalimantan, Indonesia in a place named Serikin. Serikin is a small village with the majority of population is Dayak Bidayuh, in Kuching Division, Sarawak, Malaysia. This village is transformed into a market place that will be flocked by a lot of proactive and high spirited entrepreneurs from Indonesia who regularly cross the border to trade their merchandise every Saturday and Sunday, from 7 am to 2 pm. On the contrary, the local/Bidayuh-entrepreneurs are running their business in a simple way mostly due to the opportunities arising from the circumstances. They do simple business with very limited knowledge, skill and capital. They sell