

**ANALYZING THE UTILIZATION OF BUSINESS SUSTAINABILITY
FACTORS BY ENTREPRENEURS WITH DISABILITIES IN
STRENGTHENING THEIR BUSINESSES**

NUR SYAFIQAH BINTI OMAR



اونيورسيتي تيكنيكل مليسيا ملاك

BACHELOR OF TECHNOPRENEURSHIP WITH HONORS
UNIVERSITI TEKNIKAL MALAYSIA MELAKA

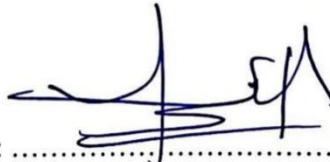
UNIVERSITI TEKNIKAL MALAYSIA MELAKA

2024

APPROVAL

I hereby declared that I had read through this thesis and in my opinion that this thesis is adequate in term of scope and quality which fulfil the requirement for the award of Bachelor of Technopreneurship with honours (BTEC)'

SIGNATURE


ALBERT FEISAL @ MUHD FEISAL BIN ISMAIL
PENSYARAH
FAKULTI PENGURUSAN TEKNOLOGI
DAN TEKNOUSAHAJAWANAN
UNIVERSITI TEKNIKAL MALAYSIA MELAKA (UTeM)

NAME OF SUPERVISOR : MR. ALBERT FEISAL @ MUHD FEISAL
ISMAIL

DATE : 26 JANUARY 2024

SIGNATURE

NAME OF PANEL

DATE


UNIVERSITI TEKNIKAL MALAYSIA MELAKA
: DR. MOHD. AMIN BIN MOHAMAD
: 26 JANUARY 2024

DECLARATION

“I declare that this report entitled “**Analyzing The Utilization Of Business Sustainability Factors By Entrepreneurs With Disabilities In Strengthening Their Businesses**” is the result of my work except for the quotes as cited in their references.

Name: Nur Syafiqah Binti Omar

Matrix Number: B062010466

Signed:  _____

Date: January 26 January 2024



اونيورسيتي تيكنيكل مليسيا ملاك
UNIVERSITI TEKNIKAL MALAYSIA MELAKA

ABSTRACT

Social entrepreneurship is a unique approach to addressing social and environmental challenges, focusing on innovative solutions and sustainable financial returns. This study aims to identify the extent to which the disabled in entrepreneurship and examine the factors of business sustainability in their businesses. Entrepreneurs with disabilities (EWD) have physical or cognitive limitations that may affect their business management ability. Despite these challenges, many EWD entrepreneurs have started successful businesses, contributing to the economy and providing employment opportunities. Understanding the use of sustainability factors by entrepreneurs with disabilities is essential to understanding their challenges, strategies to overcome them, and the benefits of incorporating sustainability factors, such as increased competitiveness, customer loyalty and improved brand reputation. The findings contributed to the existing literature on sustainable business practices and provide valuable insights for policymakers, disability support organizations and entrepreneurs. The study aims to provide descriptive analysis, capturing attitudes, feelings, and behaviors, help entrepreneurs with disabilities achieve their goals, and provide knowledge and input for the younger generation venturing into business. Findings and results have shown that most interviewees or respondents are motivated to improve their business despite facing challenges through various efforts from the sustainable factors of the business they are involved in and do. Entrepreneurs with disabilities also improve their businesses through various ways to maintain their businesses and ensure that customers like their product.

Keywords: Social Entrepreneurs, Disabled Persons, Entrepreneurs With Disabilities, Sustainability Factors, Effectiveness

ABSTRAK

Keusahawanan sosial ialah pendekatan unik untuk menangani cabaran sosial dan alamsekitar, memfokuskan pada penyelesaian inovatif dan pulangan kewangan yang mampan. Kajian ini bertujuan untuk mengenal pasti sejauh mana golongan OKU dalambidang keusahawanan dan mengkaji faktor kemampunan perniagaan dalam perniagaan mereka. Usahawan kurang upaya (EWD) ialah individu yang mempunyai had fizikal atau kognitif yang boleh menjejaskan keupayaan mereka untuk menguruskan perniagaan. Disebalik cabaran ini, ramai usahawan EWD telah memulakan perniagaan yang berjaya, menyumbang kepada ekonomi dan menyediakan peluang pekerjaan. Memahami penggunaan faktor kemampunan oleh usahawan kurang upaya adalah penting untuk memahami cabaran mereka, strategi untuk mengatasinya, dan faedah yang dirasakan apabila menggabungkan faktor kemampunan, seperti peningkatan daya saing, kesetiaan pelanggan dan peningkatan reputasi jenama. Penemuan ini menyumbang kepada literatur sedia ada tentang amalan perniagaan yang mampan dan memberikan pandangan yang berharga untuk penggubal dasar, organisasi sokongan orang kurang upaya dan usahawan. Kajian ini bertujuan untuk menyediakan analisis deskriptif, menangkap sikap, perasaan, dan tingkah laku, bertujuan untuk membantu usahawan kurang upaya mencapai matlamat mereka dan memberikan pengetahuan dan input untuk generasi muda yang menceburi bidang perniagaan. Dapatan dan hasil kajian telah menunjukkan bahawa kebanyakan orang yang ditemu bual atau respondent bermotivasi untuk meningkatkan perniagaan mereka walaupun menghadapi cabaran melalui pelbagai usaha daripada faktor mampan perniagaan yang mereka ceburi dan lakukan. Usahawan kurang upaya juga meningkatkan perniagaan mereka melalui pelbagai cara demi untuk mengekalkan perniagaan mereka serta memastikan pelanggan akan produk yang mereka hasilkan

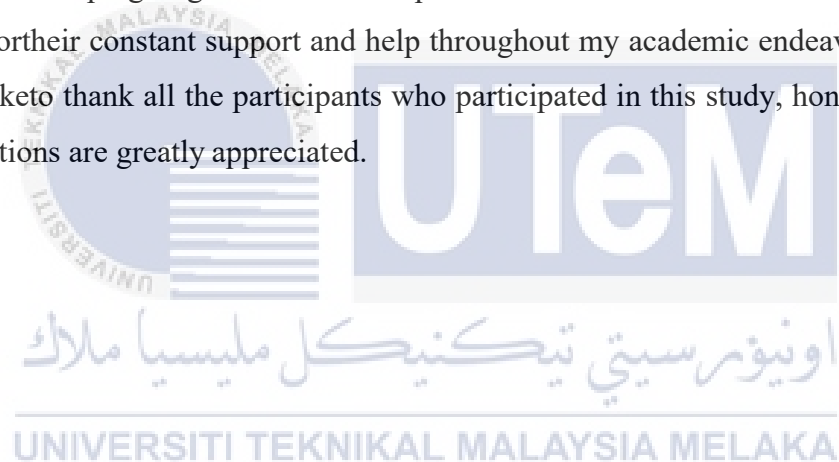
Kata Kunci: Usahawan Sosial, Orang Kurang Upaya, Usahawan Kurang Upaya, Faktor Kemampunan, Keberkesanan

ACKNOWLEDGEMENTS

Bismillahirrahmanirrahim

Alhamdulillah, all praise be to Allah SWT, Lord of the worlds, for the abundance of His mercy and grace. Blessings and salutations to the bosom of the Great Prophet Muhammad S.A.W, his family, friends and followers. Alhamdulillah with His permission and will, this study can be completed after facing with various challenges.

I would like to take this opportunity to thank my supervisor Dr. Albert Feisal bin Ismail for his help and guidance in completing this thesis. Many thanks to many of my comrades in helping to give ideas and improve this thesis. I would also like to thank my family for their constant support and help throughout my academic endeavors. Finally, I would like to thank all the participants who participated in this study, honestly and their contributions are greatly appreciated.



CONTENT

CHAPTER	APPROVAL	I
	DECLARATION	II
	ABSTRACT	III
	ABSTRAK	V
	ACKNOWLEDGEMENTS	VI
	CONTENT	VII
	LIST OF TABLES	XI
	LIST OF FIGURES	XII
	LIST OF APPENDIX	XIII
CHAPTER 1	INTRODUCTION	1
	1.1 Background of study	1
	1.2 Problem Statement	2
	1.3 The Purpose of The Study	3
	1.4 The objectives of the study	4
	1.5 The research questions	5
	1.6 Scope of study	5
	1.7 Significant of study	6
	1.8 Definition Term	7
	1.9 Conclusion	9
CHAPTER 2	LITERATURE REVIEW	10

2.1	Introduction	10
2.2	Determinants of Entrepreneurial Intention	12
2.3	Sustainable development factors in Entrepreneurs With disabilities.	14
2.3.1	Economic	15
2.3.1.1	Financial Summary	15
2.3.1.2	Market Opportunity	16
2.3.1.3	Cost Efficiency	17
2.3.2	Social	17
2.3.2.1	Accessibility	18
2.3.2.2	Non-Discrimination and Human Rights	18
2.3.2.2	Employment and Economic Inclusion	19
2.3.3	Environmental	19
2.3.3.1	Accessible Transportation	20
2.3.3.2	Energy Efficiency	20
2.3.3.3	Sustainable Assistive Technologies	20
2.4	Contributing Factors to Sustain	21
2.4.1	Social Sustainability	21
2.4.2	Motivation	24
2.4.3	Networking	26

2.4.4	Knowledge	27
2.5	Successful factors in sustaining business	29
2.5.1	Work Environment	29
2.5.2	Management	30
CHAPTER 3	METHODOLOGY	32
3.1	Introduction	32
3.2	Research design	33
3.3	Research Strategy	34
3.4	Time Horizon	35
3.5	Data Collection	35
3.6	Data Analysis Method: Thematic Analysis	36
3.7	Location	36
3.8	Conclusion	36
CHAPTER 4	DATA ANALYSIS & FINDINGS	37
4.1	Introduction	37
4.2	Participant's Details	38
4.3	Line-by-Line Coding	39
4.4	Determinants of the Entrepreneurial Aspirations	40
4.5	Sustainable Development Factors in Entrepreneur with Disabilities	43
4.6	Effectiveness of the sustainability towards entrepreneur with Disabilities	50

4.7	Summary	53
CHAPTER 5	CONCLUSION & RECOMMENDATIONS	54
5.1	Introduction	54
5.2	Summary of Findings	54
5.2.1	Determinants of the Entrepreneurial Aspirations	55
5.2.2	Sustainable Development Factors in Entrepreneur with Disabilities.	55
5.2.3	Effectiveness of the Sustainability Towards Entrepreneur with Disabilities Business.	55
5.3	Contribution of Research	57
5.4	Newly Proposed Conceptual Framework	58
5.5	Limitation	59
5.6	Recommendations for Future Research	59
5.7	Summary	60
	REFERENCES	61
	APPENDIX 1 (GANTT CHART FYP 1)	66
	APPENDIX 2 (GANTT CHART FYP 2)	67
	APPENDIX 3 (TRANSCRIPT)	68
	APPENDIX 4 (INTERVIEW PICTURES)	82

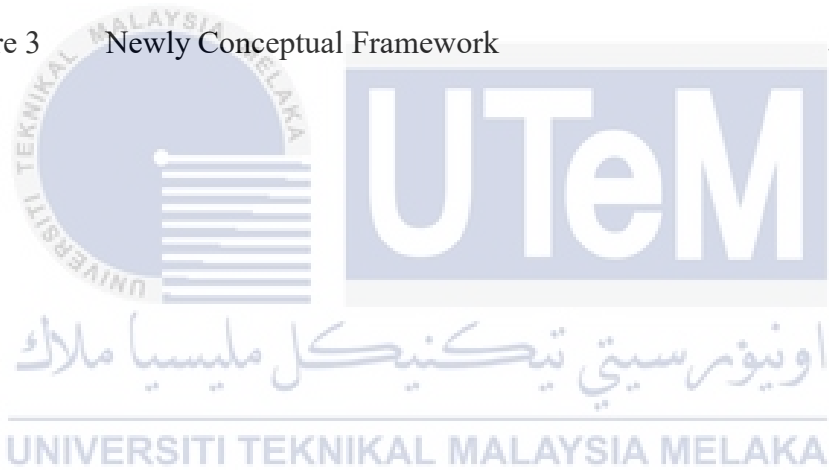
LIST OF TABLES

NO	TOPIC	PAGES
Table 4.1	The determinants of the entrepreneurial aspirations.	40
Table 4.2	The sustainable development factors in entrepreneurs with disabilities.	42
Table 4.3	The effectiveness of the sustainability towards entrepreneur with disabilities business	51



TABLES OF FIGURES

NO	TOPIC	PAGES
Figure 1	Sustainable Development Factors Framework	21
Figure 2	Contribution Factors to Sustain Framework	29
Figure 3	Newly Conceptual Framework	58



TABLES OF APPENDIX

NO	TOPIC	PAGES
Appendix 1	Gantt chart final year project 1	66
Appendix 2	Gantt chart final year project 2	67
Appendix 3	Transcript interview	68
Appendix 4	Interview pictures	82



CHAPTER 1

1.0 INTRODUCTION

This chapter sets out and explores the background of the study. It also includes the research problem, purpose of the study, objectives of the study, research questions, scope of the study, significance of the study, definition terms, and lastly, conclusion. This chapter will discuss the analysis of the utilization of business sustainability factors by entrepreneurs with disabilities in strengthening businesses.

1.1 Background of Study

Social entrepreneurship refers to the practice of applying entrepreneurial principles and strategies to address social and environmental challenges. It involves individuals or organizations that pursue innovative solutions to social problems and strive to create positive social impact while generating sustainable financial returns. Muhammad Yunus (2023) has written extensively on social entrepreneurship, particularly on the topic of microcredit and its potential to reduce poverty.

For my research on the theme of social entrepreneurship, I need essential elements that exist. It is said that social entrepreneurship emerged as an innovative approach to addressing complex social needs (Johnson, 2000). Especially in the face of shrinking public funds. To begin with, the geography of the concept of "social entrepreneurship" is considered a term in general use. So, start with investigative and analytical reporting. Scholarly suggestions about the content of the concept are considered, as well as the use of less reflective ideas, in many cases testing the former against the latter.

For this study, the aim is to identify the extent of disabled people in the field of entrepreneurship. This purpose is to study the business sustainability factors where a disabled entrepreneur runs and manages their business in terms of management. Entrepreneurship is the control and use of existing resources to develop creative and inventive economic organizations with the aim of obtaining

returns or profits by taking risks. Moreover, entrepreneurship is the process of taking opportunities to make investments while maintaining control over all resources that can produce profit for the individual.

In this day and age, many are venturing into entrepreneurship and starting to open businesses. Do not forget the disabled individuals who are starting to venture into business. Entrepreneurs with disabilities (EWD) are individuals with physical or cognitive limitations that may affect their ability to manage a business (Manzanera & Ortiz, 2017). Despite the challenges they face, many entrepreneurs with disabilities have started successful businesses, contributing to the economy and providing employment opportunities for others. EWD entrepreneurs often bring a unique perspective to the business world, using their skills and experience to create innovative solutions to problems. Troncoso (2014) said, "Many entrepreneurs with disabilities have successfully started businesses. However, they may need additional support and resources to overcome the challenges they face".

Today, social entrepreneurs are recognized as drivers of community health and wealth, and social entrepreneurship is considered an engine of economic growth. A social enterprise is a business that has primarily social objectives.

1.2 The Problem Statement

Despite the growing emphasis on business sustainability, there is a lack of understanding of the extent to which entrepreneurs with disabilities effectively use sustainability factors to strengthen their businesses (Abdul Kadir, 2015). According to Caldwell, Parker & Renko (2016), it has been discussed that entrepreneurship has been gaining ground in the disabled person's community, especially social entrepreneurship. This knowledge gap hinders the development of inclusive strategies and support mechanisms tailored to the unique needs and challenges faced by entrepreneurs with disabilities. According to Pandya (2018), entrepreneurs with disabilities faced unknowledge of the sustainability factors in establishing and developing sustainable businesses.

Therefore, there is a need to study the use of business sustainability factors by entrepreneurs with disabilities and explore how their effective implementation can

contribute to the growth and success of their businesses. Entrepreneurs with disabilities face obstacles in establishing and developing sustainable businesses. According to Alex Maritz (2016), obstacles entrepreneurs with disabilities come from personalities such as overly protective families that sometimes damage their self-determination and self-confidence. In addition, they also have economic barriers where there is a lack of a suitable economic and business environment for entrepreneurs with disabilities. And then social barriers where barriers are from different perspectives and discrimination against disabled people. Due to the Statement of this problem, this study aims to identify the personality of EWD and to find out the factors that influence EWD to maintain their business activities and thus are the factors that keep them as entrepreneurs.

Entrepreneurs with disabilities face unique challenges in the business environment, requiring a thorough understanding of their experiences and needs as well as their background in business. Despite the growing emphasis on business sustainability, there is a lack of understanding of the extent to which entrepreneurs with disabilities effectively use sustainability factors to strengthen their businesses. Sustainability practices have received attention in the business world, few studies have focused on the use of sustainability factors especially by entrepreneurs with disabilities. Thus, there is a critical knowledge gap regarding how entrepreneurs with disabilities incorporate sustainability factors into their businesses and their impact on business growth and resilience.

Understanding the use of business sustainability factors by entrepreneurs with disabilities is important for several reasons. First, it enables a deeper understanding of the challenges faced by entrepreneurs with disabilities in implementing sustainability practices, taking into account factors such as physical accessibility, financial constraints and social perceptions. Second, it sheds light on the strategies these entrepreneurs use to overcome these challenges and sustain their businesses. Third, it provides insight into the perceived benefits and outcomes of incorporating sustainability factors, such as improved competitiveness, enhanced customer loyalty and increased brand reputation.

By examining the use of business sustainability factors by disabled entrepreneurs, this study seeks to find out the extent to which disabled entrepreneurs

want to enter the business field, the sustainability factors used and whether those factors can address the knowledge gap. The findings of this research will not only contribute to the existing literature on sustainable business practices but also provide valuable insights for policy makers, disability support organizations and entrepreneurs themselves. These insights can be used to develop targeted support programs, policies and initiatives aimed at fostering inclusive entrepreneurship and increasing the use of sustainability factors by entrepreneurs with disabilities, ultimately leading to stronger and more resilient business.

1.3 The Purpose of The Study

Developing innovative and creative economic organizations with the goal of obtaining returns or profits by taking risks is what is called entrepreneurship. Many people nowadays start businesses and step into the world of entrepreneurship. Don't forget about those with disabilities who are starting to enter the professional world. Entrepreneurs with disabilities (EWD) are people with physical or mental disabilities that may make it difficult for them to run a company. Despite the difficulties they face, many business owners with disabilities have established prosperous enterprises that boost the economy and provide jobs for others

—The purpose of this research is to explore the characteristics of entrepreneurs with disabilities who engage in business activities and examine the factors that motivate them to embark on entrepreneurial ventures. Additionally, the study seeks to investigate whether these factors contribute to the sustainability of businesses operated by entrepreneurs with disabilities. By gaining insights into the experiences of disabled entrepreneurs, this research aims to shed light on their unique perspectives and uncover the elements that drive their entrepreneurial pursuits. Furthermore, it aims to determine the extent to which these factors contribute to the long-term viability of their businesses.

1.4 The objectives of the study

1. To identify the determinant of the entrepreneurial aspiration of entrepreneurs with disabilities.

2. To determine the sustainable development factors of the Entrepreneur with Disabilities.
3. To illustrate the effectiveness of the sustainability towards Entrepreneur with Disabilities business.

1.5 The research questions

1. What is the background of Entrepreneur with Disabilities?
2. What are sustainable development factors with Entrepreneur with Disabilities?
3. What is the effectiveness of the sustainability of Entrepreneurs with Disabilities business?

1.6 Scope of Study

Entrepreneurship refers to the establishment of innovative and creative economic organizations with the aim of generating profits by taking calculated risks. In recent times, an increasing number of individuals have embarked on entrepreneurial ventures, including those with disabilities who are entering the professional realm. Entrepreneurs with disabilities (EWD) are individuals who face physical or mental challenges that may pose obstacles to running a business. Despite these challenges, many entrepreneurs with disabilities have successfully established thriving enterprises, contributing to economic growth and job creation. The scope of this research is to identify the personality of disabled entrepreneurs who do business as well as what factors cause this EWD to want to start a business and whether these factors give sustainability to the EWD business.

1.7 Significant of study

The primary objective of this research is to investigate the conceptual, academic framework of the entrepreneur with disabilities (EWD) to join the business, the implications related to the role of entrepreneurs with disabilities in promoting

sustainable business practices, and also their sustainability. The findings of this study have significant potential to provide valuable insights for policymakers, disability support organizations, and business owners by shedding light on the specific challenges encountered by entrepreneurs with disabilities and the strategies they employ to overcome these challenges. Additionally, the outcomes of this research can serve as a guide for the development of targeted support programs and policies that facilitate the incorporation of sustainability factors by entrepreneurs with disabilities. Ultimately, this research aims to foster inclusivity and sustainability within the realm of entrepreneurship.

The disabled entrepreneur's framework for participating in business refers to the personal, educational and professional history and experiences that influence and shape the decision of an individual with a disability to engage in entrepreneurial activity. It includes factors such as their type of disability, degree of disability, educational background, previous work experience, skills, interests and motivations that contribute to their entrepreneurial aspirations.

From the beginning struggling to continue a life of deprivation is the most effective background for a disabled person to start a business to continue their life. Frida (2021), said “she spent most of her life in bed experiencing severe pain. Despite this, she became one of the most famous artists of all time and an icon of the twentieth century”. Obstacles and physical deficiencies are not an obstacle for people with disabilities (PWD) to continue living, but rather become the main motivation that causes them to stay strong and further learn the field of entrepreneurship and continue to develop themselves to become entrepreneurs with disabilities (EWD).

However, this definition is a general description based on an understanding of sustainable business practices. It is important to refer to relevant scholarly articles, books or research studies authored by experts in the field of sustainability, business management or corporate social responsibility to obtain a more comprehensive and authoritative view of the factors that contribute to business sustainability. Ismail (2017), said that “blind since birth but still managed to make a name for himself by being an academic and also an economist”. Although there are challenges in developing business, there are several factors that have the most positive impact on disabled entrepreneurs (EWD) continuing their business, for example motivation,

networking and knowledge factors. This factor has a positive effect on entrepreneurs with disabilities because previous studies have stated that the 3 factors mentioned are the strongest factors that give the most positives to businesses to continue sustaining in the field of entrepreneurship.

1.8 Definition Terms

1.8.1 Social Entrepreneur

A social entrepreneur is someone who pursues novel applications that have the potential to solve community-based problems. These individuals are willing to take risks and strive to create positive change in society through their initiatives. Adam Hayes (2023), Social entrepreneurship is a for-profit business model that strives to make a positive impact on social issues or the environment. Individuals who start their own businesses are motivated by many different things. Some people want the freedom of being their own boss or want to pursue their true passion (Sean Peek, 2023). Others have dreams of making a lot of money and building an empire. However, in the past several years, a new type of entrepreneur has emerged: the social entrepreneur.

1.8.2 Entrepreneurship

Entrepreneurship is a type of commercial activity where a business uses all its resources fully to produce a product or service that is then made available to the public to meet consumer demand (Simon C. Parker, 2018). Robert D. Hisrich and Michael P. Peters (2019) said, "Entrepreneurship is the process of creating something new of value by devoting the necessary time and effort, taking into account the financial, psychic, and social risks involved, and receiving the resulting rewards of financial and personal satisfaction and freedom. According to Cantillon (2023), an entrepreneur is an agent who buys the means of production at a certain price to combine them into a product that he will sell at an uncertain price at that time where he is committed to the cost. Entrepreneurship involves the initiation and implementation of ideas,

products or services that innovative with the aim of generating profit and creating value.

1.8.3 Entrepreneur with Disabilities (EWD)

Generally, entrepreneurs are considered to be innovators who take risks with the view of positively changing their environment. Hence, the contributions of entrepreneurs towards economic development cannot be overemphasized, (Anado D, 2019). An entrepreneur with disabilities refers to an individual who possesses a physical, sensory, cognitive, or mental impairment that may present challenges or limitations in their daily activities, including the pursuit of entrepreneurial endeavors. Despite these disabilities, an entrepreneur with disabilities demonstrates the resilience, determination, and creativity to establish, manage, and grow their own business ventures. According to the Person with Disabilities Act (2008) “EWDs or entrepreneurs handicapped are individuals who lack physical, mental, intellectual, or sensory interaction in the long term with various limitations may restrict full participation in society” (Department of Social Welfare, 2008).

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

1.8.4 Contributing Factors to Sustain EwDs in Business

Factors that sustain a business refer to the key elements, strategies, or practices that contribute to the long-term success, growth, and resilience of a business. These factors encompass a wide range of internal and external influences that enable the business to maintain its competitive edge, adapt to changing market conditions, and effectively navigate challenges and uncertainties. Obrenovic et al. (2020), findings show that businesses with scattered leadership a flexible staff, and an adaptive culture can keep running during a pandemic. Additionally, resilient businesses enable more informed and decentralized decision-making.

1.9 Conclusion

In this chapter, a comprehensive overview and background of the study are presented. It outlines the potential scope of the research and elucidates the motivations behind the researcher's decision to undertake the study. Additionally, the objectives of the study are clearly defined, and the potential implications of the research are discussed. The chapter concludes by emphasizing the significance of the study and providing a clear definition of the research scope that will be utilized throughout the research.



CHAPTER 2

2.0 LITERATURE REVIEW

2.1 Introduction

Open with relevant statistics or fun facts, according to modernity, and many people want to start a business to continue their survival and improve their standard of living. According to Mazita Awang (2023), Why did she choose to do business? In addition to earning her income, she started the business because she wanted to help families who were experiencing various problems in their daily lives. As a perfect and intelligent group, we should work hard and be diligent in learning new things every day. However, it should not be forgotten that those who are not fortunate in terms of physical or mental perfection, such as most disabled people, also have the nature and attitude of striving to improve their lives without expecting the approval and sympathy of the public. This group also has pure intentions to continue life according to their abilities.

As intelligent citizens, we need to help and support this group by providing moral support so that they do not get upset and feel sad about the lack they are going through. According to Csillag, Gyori, and Statistics (2019), obstacles faced by entrepreneurs with disabilities also come from personalities such as overly protective families that sometimes damage their self-determination and self-confidence. Furthermore, economic barriers where there is a lack of a suitable economic and business environment for entrepreneurs with disabilities, and finally, social barriers where the barriers are from a different perspective and discrimination against disabled people. This shows that no matter what choice they make, there will be many aspects to consider because they may experience many challenges to becoming an entrepreneur. Despite facing much opposition from various aspects, this group is also weak and not capable enough like normal people. However, they are strong and steadfast, holding in continuing their lives by using the resources they get.

Basically, people with disabilities have valuable qualities that can contribute to the success of entrepreneurs in their unique circumstances. Entrepreneurs with

disabilities exhibit a variety of qualities, including being driven, open-minded, and driven by a sense of purpose and direction. Many successful people with disabilities can serve as role models for entrepreneurs with disabilities (EwD) who want to start their businesses (Csillag et al., 2019).

This study aims to explore the factors experienced by entrepreneurs with physical disabilities in running a business. Self-employment may offer individuals unparalleled flexibility to overcome physically disabling conditions. Vocational rehabilitation and disability pedagogy and the neglect of current policies to consider entrepreneurship as part of the narrative. Boylan & Buchardt (2002) emphasize that self-employment can provide an alternative to a competitive and discriminatory labor market for people with disabilities (EWD). Arnold & Ipsen (2005) state that there are few opportunities for work, and self-employment may offer flexibility to cope with illness for people with disabilities.

Everyone needs a job and income to make a living, including disabled people. Norasmah (2018) states that there is no denying that this group has limited knowledge, skills, and employment opportunities. All PWDs around the world face this situation. Most of them choose to be entrepreneurs, self-employed, or work in the government or private sector (Rozali et al., 2017). However, the number of job opportunities is very low for them. Many of them are still struggling to get a job. Many researchers stated in their studies that PWDs are severely underrepresented in the workforce, and they often experience discrimination by employers. Due to the above issues, the employment rate among people with disabilities has increased.

Apart from the difficulty of getting a job, leadership is another key feature that empowers them to become entrepreneurs despite the obstacles they may face along the way. Despite all the obstacles, EwD is able to develop various strategies that help their success as entrepreneurs (Anderson & Galloway, 2012). EwDs also face different obstacles when they enter the corporate sector, namely, to be profitable and sustainable.

Despite all the obstacles, EwD is able to develop various strategies that help their success as entrepreneurs (Anderson & Galloway, 2012). In addition, Blanck et al. (2000) say that because it provides a good way to help EwD move from being unemployed and receiving welfare payments to work and self-sufficiency, self-

employment should be widely encouraged. Through government support, they play an important role in helping disabled entrepreneurs to succeed like everyone else (Kitching,2014). When entering the business world, individuals with disabilities (EwD) face additional challenges, namely the need to create viability and sustainability.

2.2 Determinants of Entrepreneurial Intentions.

Determinants of Entrepreneurial Intentions refer to factors or variables that influence the tendency or motivation of an individual to continue entrepreneurial activities. This is due to the fact that role models often provide the necessary information, and mentoring shows good examples and support (Postigo et al., 2006). These determinants can include various factors, such as personal characteristics, socio-cultural influences, economic conditions, access to resources, educational background, and previous entrepreneurial experience, and apply to all groups of society regardless of whether they are healthy or physically disabled. This rigorous study aims to understand the basic motivations that shape an individual's desire to become an entrepreneur.

Family and friends are people who have a great influence on an individual's career choice because they are considered to be funders and role models. It was found that the role of friends and role models is prominent in influencing the decision to become an entrepreneur (Nanda & Sorensen, 2009). Relational support refers to approval and support from family, friends, and others to engage in entrepreneurial activities (Turker & Selçuk, 2009). However, for the group of people with disabilities, the support of family relationships is not enough to encourage them to enter the business field. However, this group tends to enter the business field because being an entrepreneur is a job path for them.

It is argued that disability increases entrepreneurial intention among people because they consider entrepreneurial activity as an opportunity to have a working life (Pagan, 2009). In this perspective, Wiklund, Hatak, Patzelt, and Shepherd (2018) explain that mental disorders positively affect individual preferences for entrepreneurial careers and trigger resistance to the pressures inherent in

entrepreneurship. Previous studies report practical considerations such as flexible schedules, freedom, and a work environment that suits their needs (Anderson & Galloway, 2012). Social considerations include discriminatory practices in the labor market that drive EWDs to pursue entrepreneurship in far greater proportions than their able-bodied counterparts (Cooney & Larsson, 2006). Self-centered considerations include compensation for lower social status and the need for personal achievement (Tang, 2010).

However, some studies report hypothetical barriers to EWDs. Issues that have a cumulative adverse effect on EWDs include resource weaknesses, lack of capital, lack of social capital, education, business knowledge, and experience (Larsson, 2006). Other forms of disadvantage include unattractive stereotypes about their interests and abilities (Clercq et al., 2020). This stereotype makes entrepreneurship for the disabled a major theme for academics and policymakers.

The importance of real health in the context of disability is clear: one's health status must determine the possibility of behavioral achievement. Perceived health has been widely theorized and measured in psychological and medical sciences (Goldberg et al., 2016). According to Smith et al. (1995), it refers to the perception that an individual has his overall health status. Parkerson Broadhead & Tse (1990), in this literature, perceived health is considered one of the most important predictor variables for many types of behavioral intentions that people can form. It is considered a "complex interaction of physical, emotional, and social conditions" (Hunt et al., 1980). Health perception is a subjective and personal evaluation that can be reflected through health awareness, health concerns, resilience, and vulnerability (Lee & Oh, 2013).

According to human capital theory, individual health has been conceptualized as human capital. Becker (2002) defines "knowledge, information, ideas, skills, and individual health".

According to this body of knowledge, the treatment of productive people as capital (human capital) generates economic benefits in entrepreneurship. This research stream considers human capital as the capacity to adapt to complex situations, which is very useful for successfully dealing with the uncertainty that exists in entrepreneurship (Hatak & Zhou, 2021). In this perspective, human capital

has been conceptualized with reference to different types, for example, education skills and knowledge, migration, and health (Hatak & Zhou, 2021). Although the study of health in entrepreneurship attracts increasing scholarly interest, there is less discussion about health as human capital (Torres & Turick, 2019). This social category refers to all people with chronic disabilities, renal dialysis, neuromuscular, cardiac, musculoskeletal disorders, and mental disorders that limit their daily activities (Hays et al., 2002).

2.3 Sustainable Development Factors in Entrepreneur with Disabilities.

Sustainable development is the development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Sustainable development can be applied to a corporate policy in the business. World as it encompasses three key areas: economic, environmental, and social. Sustainable development requires that a company contribute to economic growth and social progress and promote environmental sustainability (Zahari, 2018). Sustainable development for an entrepreneur with disabilities in business refers to the practice of creating and growing a business in a manner that is socially, environmentally, and economically sustainable while taking into consideration the specific needs and challenges faced by individuals with disabilities.

Since the emergence of the concept of sustainable development, the social, economic, and environmental dimensions of sustainability have all been considered with the main objective of meeting the needs of people living today, but within the capacity of the earth for future generations, not broken (Hildingsson, 2020). The so-called social and solidarity economy addresses current challenges such as social exclusion, inequality, climate change, and unemployment. The priority is to create a sustainable society where socially disadvantaged groups also have opportunities (Lee, 2020).

According to Cohan (2007), entrepreneurship and sustainability are currently seen as binary concepts. Many researchers consider that entrepreneurial actions are necessary to find opportunities, innovate, and generate profits, while social and environmental challenges are included in the process. The relationship between

sustainability and entrepreneurship has been addressed from several points of view, such as eco-entrepreneurship, institutional entrepreneurship, sustainable entrepreneurship, and social entrepreneurship (Schaltegger, 2002).

In this paper, researchers have used the latter approach, including people with disabilities in the analysis. This type of entrepreneurship focuses on increasing social wealth through the creation of social capital and social change or focuses on social needs (Zhiwei, 2018). This is an appropriate point of view because social entrepreneurship is the desire to achieve societal objectives through a business and entrepreneurial approach. The factor that distinguishes social entrepreneurship from commercial entrepreneurship is that it tries to solve social problems instead of covering market needs (Parker Harris, 2014). Inclusive entrepreneurship leads to social inclusion, giving target groups such as women, the elderly, youth, immigrants, minorities, and people with disabilities the same opportunity to launch a business.

The establishment of new businesses by people with disabilities is an important aspect of a sustainable employment strategy. However, we should not confuse entrepreneurship with self-employment. According to Maritz (2016), the former concerns providing something innovative to the market, while the latter concerns performing work for personal gain. Therefore, simply encouraging self-employment will not have a significant effect on employment. The policy should focus on disabled people carrying out entrepreneurial activities that can lead to the employment of others.

2.3.1 Economic

In economic development, attention is paid to the productive capacity of society, including human and physical capacity. It also tries to produce optimal and efficient use of resources and equitable distribution of benefits (Woon & Lo, 2016). In economic development, infrastructure development is a community priority, especially infrastructure that is built on long-term use and a sustainable approach.

Economic factors in sustainable development for entrepreneurs with disabilities (EwD) in the business refer to financial aspects and considerations that are important for the long-term viability and success of businesses owned

or operated by individuals with disabilities. These economic factors aim to promote economic sustainability, growth, and prosperity while addressing the unique challenges faced by people with disabilities in the business context. The method also allows the identification of economic hot spots throughout the life of a product, revealing which processes or life stages contribute most to the total cost (Kirk & Dell'isola, 2007).

2.3.1.1 Financial Summary

Ensure that people disabilities have access to financial resources, including capital, loans, grants, and investment opportunities. This could involve partnering with financial institutions that have inclusive lending practices or finding specific financing programs designed to support businesses owned by individuals with disabilities. Economic sustainability does not only refer to gross national product, exchange rate, inflation, and profit, but it is related to the production, distribution, and consumption of goods and services (Mohamed & Antia, 1998).

2.3.1.2 Market Opportunities

There are market opportunities that given to people with disabilities.

Identify and capitalize on market opportunities that meet the needs, preferences and demands of people with disabilities. According to

Hellmann (2010), this can involve the development of products or services that address specific accessibility needs or target specific markets in the disabled community.

2.3.1.3 Cost efficiency

Involve the implement cost-effective strategies to optimize resource allocation, minimize waste and improve overall operational efficiency. This can involve the use of technology or processes that reduce production costs, streamline supply chain management and identify opportunities for resource sharing or collaboration. Economic indicators that are considered factors included in economic sustainability indicators are capital costs and operating costs (Van der Vulten-Balkema, 2003). Capital costs represent the expenses incurred

in setting up the process.

By considering and addressing these economic factors, sustainable development for people with disabilities in business can be achieved. This involves creating an environment that allows businesses owned or operated by individuals with disabilities to thrive economically, contribute to the overall economy and improve the financial well-being of people with disabilities.

2.3.2 Social

In this dimension, the relationship between people is taken into consideration. Social development is achieved when the proper context is provided for the establishment of educational, cultural, health, housing, social security, personal, and judicial security systems together with interactive justice (Zahra,2022). In a socially developed system, the right of citizenship is recognized, civic associations have an active and effective role, and as a consultative arm, they adjust the working load of the governments and monitor and control their performance. Through observing the system of government, these organizations make public control practical and real and play an undeniable role in moderating power in society.

According to the UN Global Compact, social sustainability should be a critical part of any business because it affects the quality of a business' relationships with stakeholders. Social sustainability is a proactive way of managing and identifying business impacts on employees, workers in the value chain, customers, and local communities. According to Adrian (2021) in corporations, social sustainability performance issues include human rights, fair labor practices, living conditions, health, safety, wellness, diversity, equity, work-life balance, empowerment, community engagement, philanthropy, volunteerism, and more.

Social sustainable development factors for people with disabilities refer to the considerations and actions that promote inclusivity, equality, and empowerment of individuals with disabilities within society. These factors aim

to ensure that people with disabilities have equal access to opportunities, resources, and social participation, leading to their overall well-being and integration into the community.

2.3.2.1 Accessibility

Ensuring physical, digital, and social environments are accessible to people with disabilities. This includes providing barrier-free access to buildings, transportation, and public spaces, as well as creating inclusive digital platforms and technologies. MacKenzie, (2004) clearly defines social sustainability as a belief is with conditions that improve life in the community and processes in the community that can achieve that condition. Accessibility also extends to communication, ensuring that information is available in formats accessible to individuals with visual, hearing, or cognitive impairments.

2.3.2.2 Non-Discrimination and Human Rights

Upholding the rights and dignity of individuals with disabilities and combating discrimination in all areas of life. This involves implementing and enforcing legal frameworks that protect the rights of people with disabilities, including anti-discrimination laws, accessibility standards, and inclusive policies. It also includes promoting awareness and changing societal attitudes towards disability, fostering a culture of acceptance and respect. Palich & Edmonds (2013), expressed that it is about the sustenance of the diverse social relations that exist in healthy communities. Additionally, social sustainability seeks to create physical, cultural, and social places that support the well-being and sense of community involving the process of engagement with the people who inhabit those places.

2.3.2.3 Employment and Economic Inclusion.

Facilitating equal employment opportunities and economic inclusion for individuals with disabilities. This includes promoting workplace diversity, eliminating discriminatory practices, and providing

reasonable workplace accommodations. It also involves supporting entrepreneurship and self-employment initiatives by individuals with disabilities, as well as fostering inclusive workforce development and vocational training programs.

By addressing these social sustainable development factors, society can create a more inclusive and equitable environment for individuals with disabilities, ensuring their full and active participation and promoting their overall well-being and quality of life.

2.3.3 Environmental

The business should adopt environmentally responsible practices to minimize its ecological footprint. This can include energy conservation, waste reduction and recycling, sustainable sourcing of materials, and implementing eco-friendly policies and technologies. This dimension deals with the relationship between humans and nature and is associated with the protection and enhancement of various physical and biological resources and ecosystems. Nature has its own complexities and regulations, and human beings are required to comply with the laws and requirements embodied in it to benefit from its resources. Human's unwise use of natural resources, which continues to increase at a rapid rate, has led to a decline in the quality of the environment. Many species have been extinct and this trend is still continuing. It is predicted that the world population goes beyond 9 billion by 2050 (Pagett, 2018).

Hence, the unwise exploitation of nature has disrupted the planned system of nature in a way that we are seeing the effects of nature's rebellion and protest all over the world today. The researcher believes that the advantage of using intelligence and technology, enjoying ecological release, and having the freedom to do things in many ways, should be accompanied by ecological responsibility. Human kind is responsible to protect the ecological niche of other species all over the globe (Zahedi, 2010).

Environment sustainable factors for people with disabilities refer to considerations and practices that aim to create an inclusive and accessible environment for individuals with disabilities while promoting sustainable development and minimizing negative impacts on the environment (Darwish, 1998). It involves designing, implementing, and maintaining spaces, products, and services that meet the needs of people with disabilities without compromising ecological balance. Here are some related aspects and considerations for environmental sustainability for people with disabilities.

2.3.3.1 Accessible Transportation

Providing accessible transportation options that minimize carbon emissions, such as accessible public transportation, shared mobility services, and pedestrian-friendly infrastructure, enables individuals with disabilities to travel independently and reduces the environmental impact of transportation.

2.3.3.2 Energy Efficiency

Promoting energy-efficient technologies and practices in buildings and homes benefits individuals with disabilities while minimizing energy consumption and greenhouse gas emissions. This can include energy-efficient lighting, heating, cooling, and appliances that are accessible and adjustable for people with different abilities (Schaub,2022).

2.3.3.3 Sustainable Assistive Technologies

According to Miettinen (2017), developing and using assistive technologies that are eco-friendly, energy-efficient, and made from sustainable materials can reduce the environmental impact associated with manufacturing and disposal processes. Additionally, ensuring these technologies are accessible and affordable is crucial for individuals with disabilities to participate in sustainable practices.



Figure 1: Sustainable Development Factors Framework

2.4 Contributing Factors to Sustain

Sustainability is at the core of concepts such as sustainable yield, sustainable society, and sustainable development. Such a yield is one that can in principle be maintained indefinitely because it can be supported by the regenerative capacities of the underlying natural system (James, 2023). In contemporary debate, sustainability often serves as a synonym for sustainable development. On other occasions, it is associated more exclusively with environmental constraints or environmental performance, and the expression environmental sustainability is used to emphasize that point (Meadwocraft,2023).

In general, sustainability is understood as a form of intergenerational ethics in which the environmental and economic actions taken by present persons do not diminish the opportunities of future persons to enjoy similar levels of wealth, utility, or welfare renewable energy. Sustainability is presented as an alternative to short-term, myopic, and wasteful behaviors. It can serve as a standard against which existing institutions are to be judged and as an objective toward which society should move. Sustainability also implies an interrogation of existing modes of social organization to determine the extent to which they encourage destructive practices as well as a conscious effort to transform the status quo so as to promote the development of more-sustainable activities.

The rise of sustainability is significant after the Brundtland Report (1987) on

Our Common Future used. It defined sustainable as the development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Social sustainability is the pillar of sustainable development. Other elements that contribute to sustainability are motivation, networking, and knowledge. As mentioned by Sierra, Yepes, and Pelicer (2018), one of the essential elements of social sustainability is to improve the quality of life for all people in the living environment.

Business EWDs seem to need a strategy in order to ensure that their enterprises do not experience a decline as compared to entrepreneurs. Findings from Obrenovic et al. (2020), another viewpoint, demonstrate that organizations with dispersed leadership, adaptable employees, and an adaptive culture may continue operating during a pandemic. Furthermore, businesses that display resilience facilitate decentralized decision-making processes, fostering greater awareness and adaptability. By understanding the strategies that EWDs used to achieve and sustain profitability in their enterprises, it may be possible to provide better assistance to EWDs as they develop their businesses. Of particular importance in this model was the result that EWDs were more likely than other types of entrepreneurs to start a business but less liable to be able to sustain it for extended periods. Renko et al. identified key variables, including the issue of start-up capital, as well as training or education tailored for the EWD.

Successful businesses that use Internet and Communication Technology (ICT) by incorporating Intranet, social media, and online communication platforms into their routine business practices to build relationships and foster trust with employees, stakeholders, and customers both during and after a crisis. Maintaining a careful balance between resource hoarding and resilience ultimately becomes crucial during times of crisis. By studying the strategies of EWDs within the general population of a particular state, not only would the gap within the extant body of literature be reduced, leaving exploration of the other regions, but it served to provide insight into the business strategies employed by EWDs. EWD leaders can use the findings of this study to develop the strategies necessary for increasing their ability to achieve profitability in their enterprises benefiting their employees, families, and communities.

These leaders can create a social change from dependency to independence through successful self-employment. Markman et al. explored the potential use of entrepreneurship as a platform that would allow an organization to pursue multiple goals, including those within the realms of ethics and sustainability. Entities encounter a high level of difficulty in implementing practices that were as sustainable as possible (Markman et al., 2016). The problem was not the amount of focus on sustainability, but rather a lack of balance present between sustainable, ethical, and entrepreneurial practices (Markman et al., 2016).

2.4.1 Social Sustainability

The word 'social' was integrated late into debates on developing sustainability (Eizenberg & Jabareen, 2017). The primary challenges in our society are the mounting levels of evolving risk, vulnerability resulting from social polarisation, rising urban poverty levels, urban conflict and violence, terrorism, natural disaster, and climate change (Jabareen, 2015). Social life can be either inclusive or exclusive, but when it comes to EWDs, most of it is social exclusion. It is a "multidimensional phenomenon" related to a person, social, economy, socio-economic, organisation, politics and other institutions. This phenomenon makes disabled people not capable of participating in the community because of a particular issue (Islam, 2015). Therefore, social sustainability is essential to make sure that PWDs are not excluded from the society but are able to enjoy the same facilities and freedom in life. Based on previous research, the definition of social sustainability varies.

According to Eizenberg & Jabareen (2017), social sustainability refers to places where people want to live and work, now and in the future. They meet the diverse needs of existing and future residents, are sensitive to their environment, and contribute to a high quality of life. They are safe and inclusive, well planned, built and run, and offer equality of opportunity and excellent services for all. All types of people in the community including PWDs deserve to enjoy and live with quality facilities that are user-friendly. The integration among the communities in the neighbourhood also plays an essential role in treating EWDs as ordinary people.

The close relationship resulted from this integration is the key to a

healthy living environment (Dempsey, Brown & Bramley, 2012). One important key to achieving social sustainability is to tackle the problems that are currently faced by those who live in the urban communities. Sustainability is obtainable if the social processes and structures provided are acknowledged to meet the needs of the community which are ever- changing from time to time (Vallance, Perkins & Dixon, 2011). According to Jabarenc (2015), social sustainability comes with urban planning and design principles, such as compactness, mixed-used, density, sustainable transport, and greening. PWDs have been mistreated, harassed and discriminated at work even though they are more committed and well- performed than ordinary people (Soltani et al., 2012). They usually conceal their disabilities with a display of competency at work (Kaur et al. 2015). However, the public has low acceptance towards them (PWDs). They are teased, hated, negatively viewed and overly-sympathised. Their disabilities make them become more excluded from the community. As a result, they are vulnerably exposed to the risk of social exclusion (Islam, 2015).

2.4.2 Motivation

Motivation is another crucial factor to consider. An individual who lacks inspiration may be seen as unmotivated, whereas those who are enthusiastic and proactive are often perceived as motivated (Dyer, Nenque & Hill, 2014). It's important to recognize that people have diverse forms of motivation, especially when aiming for equal treatment among individuals. Depending on the motivation for starting a business and the barriers encountered, EWDs developed unique strategies for achieving profitability in their businesses. In this context, physical abilities and disabilities are taken into account. One of the driving aspects that might affect entrepreneurs is good financial assistance.

According to Dyer, Nenque & Hill (2014), the more financial assistance a family can provide, the better and more advantageous it will be for a start-up's goals. This argument is supported by a 2009 research by Kavul, Bruton, and Wood, who claimed that while family financial

assistance is important, people are also aware of its drawbacks. Few researchers identified that key motivations for starting businesses, including maintaining a cultural heritage of embroidery work, being aware of denigrated political and social status, gaining access to more resources, improved welfare, economic independence, and community organization and development.

Motivation to work was high, particularly in positions that balanced flexibility, challenge, and predictability and corresponded to the interests and abilities of the worker (Saunders & Nedelec, 2014). Essential to developing and sustaining this motivational attitude was the importance of positive attitudes from co-workers and employers, as well as a positive support network from vocational counselors and similar agency supports (Saunders & Nedelec, 2014). A worthy organization strives to deal with people with disabilities by doing more than simply following antidiscrimination laws (Barclay et al., 2012).

However, the perceived barrier that work resulted in discontinuance of government benefits such as Social Security/disability payments offset the positive aspects of working. Further issues that affected motivation to work on the part of the EWDs were health-related issues, such as medication and side effects and emotional and physical demands. Saunders and Nedelec provided useful information for this project because the motivation to work was a large part of the determination to become an entrepreneur. Of crucial importance in this study were the common themes that support the fact that persons with disabilities see work as a part of life, a basis of identity, self-esteem, and financial assistance (Saunders & Nedelec, 2014). A person forms his or her identity through work. Saunders and Nedelec showed that work resulted in better management of illnesses. Finally, in support of the research by Vornholt et al, (2013), Saunders and Nedelec found that the social aspects of work were relevant to people with disabilities.

Moran, Russinova, Yim, & Sprague (2014), illustrated the strength of the motivation to work. They studied the motivations of individuals with

psychiatric disabilities to want to work as mental health peer workers. Using self-determination theory, Moran et al. investigated both internally and externally regulated motivations. Moran et al. found that the external motivations included professional goals and avoiding negative work experiences. Similar to Al-Dajani & Marlow (2013), the internal motivations included basic needs such as autonomy in finding employment that corresponded to personal values, competence in using personal experience, and relatedness in having the opportunity to connect with consumers (Moran et al, 2014). The results of this paper, however, were not generalizable because the small sample size did not reflect various ethnicities or education levels.

2.4.3 Networking

In addition to motivational support, networking emerges as a significant factor for sustainability. Varying viewpoints exist among researchers regarding the role of business networking in achieving success. Networking has been a topic of exploration in diverse disciplines such as management, sociology, organization studies, and business history over the past two decades. According to some researchers, networking is a passing phenomenon that might derail developing economies (Trimble,2018). However, it is now commonly accepted that networks where the environment is shaped by social, cultural, and political impact, as well as market mechanisms, are the most important aspects of economics.

The capacity to swiftly and effectively link with many business partners has become a strategic need in this new economic age, and it is known as "networkability" (Alt, Fleisch & Werle, 2000). While initially adopted as a temporary, emergency measure to ensure business continuity, extensive research has shown that telework can be an effective long-term solution that businesses should regularly and consistently embrace.

Most significantly, telework has shown to have considerable positive

effects on preserving social ties and fostering family unity. Promoting telework will provide new opportunities for those who are less able to work or are not able to enter the workforce due to physical limitations or social and family obligations (Kooli, 2022).

The network has provided a space for people with disabilities to form a community of people who share the same problems online. People with disabilities have formed a network where they can interact, share their problems and encourage each other. Networked support groups created by people with disabilities help them connect and help them navigate life. Given the availability of worldwide networks, people with disabilities can connect globally and feel comfortable that they are not alone. People with disabilities have also formed online organizations to create awareness about different types of disabilities and fight for the rights of people with disabilities around the world. Other online organizations are designed to help reach people with disabilities who live in poverty and lack access to adequate health care services.

2.4.4 Knowledge

Knowledge sustainability for people with disabilities refers to the various considerations and strategies that can enhance the acquisition, retention, and application of knowledge by individuals with disabilities over time. These factors aim to ensure that individuals with disabilities have equal opportunities to access, learn, and utilize knowledge effectively, despite any physical, sensory, cognitive, or other disabilities they may have.

Knowledge is also another crucial element for keeping EwDs in business. Clercq & Arenius (2006), they found that education has some bearing on one's chances of becoming a business owner. To be more precise, individuals with a higher level of secondary education exhibit greater likelihood of initiating entrepreneurial ventures compared to those with lower educational attainment. Furthermore, researchers have identified a

correlation between individuals' perception of their own capability to start a business and their inclination to actually become business owners.

Organizations place a high value on knowledge management because it has a direct impact on how decisions are made. The ability to continually invest in learning new skills and information that can be used to enhance current performance as well as the potential to launch a new company are key factors in an organization's success (Jelenic, 2011). Many persons with disabilities lack the expertise and technical skills required to start a new company. To evaluate their career, they need some training, information, and skill development (Devi & Rajamohan ,2020). One of the causes of the lack of experience in this.

According to Canedo, (2021),stated that people with disabilities may not believe they have the necessary skills and knowledge to start a business, obtain financing for the firm, or ensure the success of the business. As a study Parker Harris (2013), conducted a qualitative study designed to understand EWD who have an understanding more successful and can remain in business. Parker Harris et al. using a combination of entrepreneur focus groups and stakeholder interviews of key government programs targeted for EWD, identified key barriers to entrepreneurship. Those barriers include lack of business knowledge and training, lack of organizational support and advice after the first year, lack of information about how entrepreneurship affects their disability benefits and policies, and, most importantly, lack of access to funding.

These factors aim to address barriers, ensure equal opportunities, and empower individuals with disabilities to acquire and retain knowledge effectively, enabling them to fully participate in educational, professional, and social contexts.

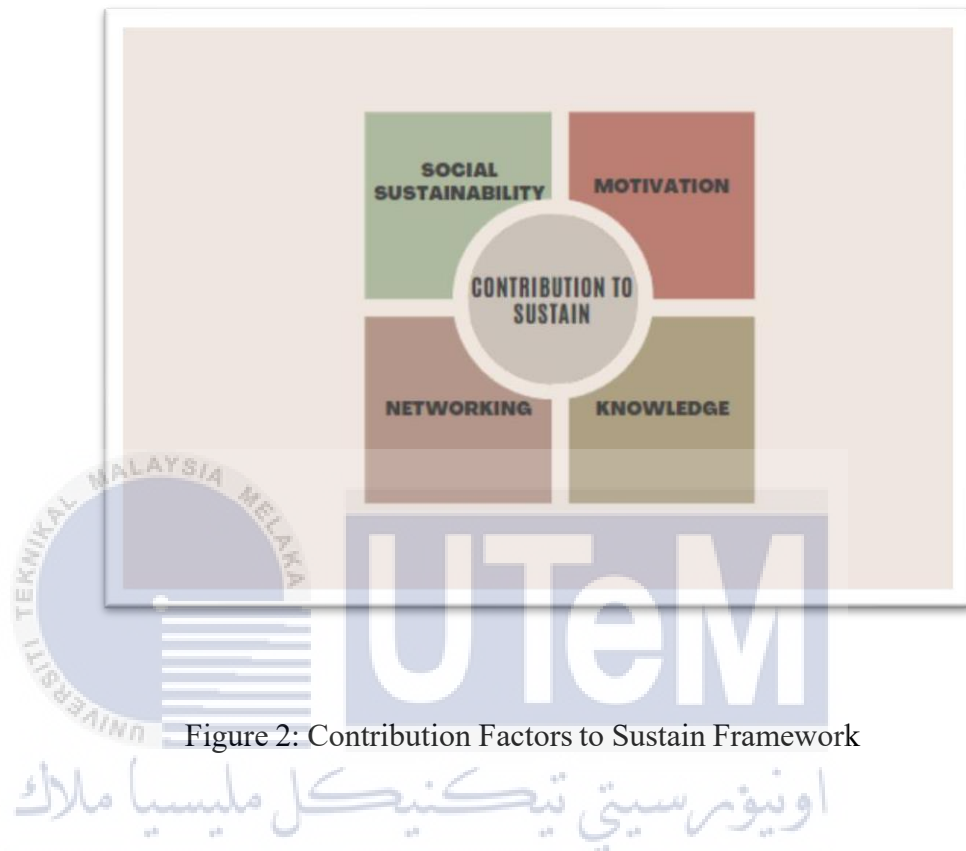


Figure 2: Contribution Factors to Sustain Framework

2.5 Successful factors in sustaining business

2.5.1 Work Environment

Work environment factors in sustaining businesses for entrepreneurs with disabilities refer to elements and considerations in the workplace that contribute to the long-term success and viability of businesses owned and operated by individuals with disabilities. The work environment refers to the combination of tools, equipment, materials, and the surrounding surroundings where an individual performs their work, including individual and group work practices and arrangements.

According to Sedarmayanti (2011), accessibility between employees and members ensuring that the work space and physical facilities are

accessible to individuals with disabilities, including ramps, elevators, accessible toilets, and designated parking spaces is one of the strengths in management. It also involves providing appropriate technology and assistive tools to facilitate access and productivity.

Nitisemito (1996), defines the work environment as encompassing everything that exists around employees and can impact their performance of assigned tasks. Consequently, the creation of a positive work environment and the determination of individuals is crucial for achieving organizational goals. Thus, team collaboration and Support also encourage collaboration and provide support in the workplace by fostering teamwork and establishing coaching or mentoring programs. This helps entrepreneurs with disabilities to leverage the strengths and expertise of their colleagues and build a strong support network. A pleasant work environment allows one to work more efficiently. Sims & Kroeck (1994) as cited in Rego & Cunha (2008) propose that individual and environmental factors are drivers of individual performance within an organization, and individuals choose to work in organizations or companies that provide a work climate that fulfills their needs. A pleasant working atmosphere has the potential to boost morale, enhance performance, and improve employee retention.

2.5.2 Management

Management factors in sustaining business for entrepreneurs with disabilities refer to the specific considerations and strategies employed by entrepreneurs and their management teams to ensure the long-term success and viability of businesses owned and operated by individuals with disabilities. Management involves understanding objectives and ensuring their efficient and cost-effective execution (Frederick, 1915). According to Mary Parker Follett offers another widely accepted definition of management, stating that it is the "skill of accomplishing tasks by working collaboratively with people".

According to Tihic (2019), the relationship between managers and

employees determines employees' decision to stay in their current position. Leadership is adopting inclusive leadership practices that value diversity, promote equal opportunities, and foster a supportive work culture for individuals with disabilities. If the manager is concerned about the well-being of his or her employees and is helpful and attentive to their emotional needs, employee job satisfaction rises (Miller, J.G., and K.G. Wheeler, 1992). Furthermore, employees respect autonomy, which reduces turnover.

Skill Development and Training is providing opportunities for skill development and training programs that are tailored to the needs of entrepreneurs with disabilities. This can include entrepreneurship training, business management courses, and workshops focused on enhancing specific skills required for the business's success. To begin, Gomez-Mejia, L.R., and D.B. Balkin, observe that employees want supervisors who know and understand them and treat them fairly. Employees also favor trustworthy supervisors.

By considering and implementing these management factors, entrepreneurs with disabilities can establish sustainable businesses that thrive and grow over time. Effective management practices that prioritize inclusivity, accommodation, and support can contribute to the success and long-term viability of businesses owned by individuals with disabilities.

CHAPTER 3

3.0 RESEARCH METHODOLOGY

3.1 Introduction

The purpose of this study is to provide a descriptive analysis. Descriptive research aims to define the current state of affairs rather than making inferences or judgments (Creswell, 1994). The primary goal of descriptive research is to validate hypotheses and reveal the present condition. This research type seeks to gather information about the current situation, focusing specifically on the factors that influence job satisfaction.

3.2 Research Design

The goal of the research design is to establish a suitable framework for the study, ensuring an appropriate structure. Decisions regarding research strategy are crucial in the research design process as they determine the relevance of the data for the study.

However, the research design process consists of multiple interconnected decisions. This study employs several approaches. The initial phase of the study involved conducting semi-structured interviews with key stakeholders in participating organizations, including government agencies, ministries, and industry representatives. Additionally, structured questionnaires were administered to management, employees, or their representatives. Two other methods used in this study were field observations in selected industrial areas and employee surveys. Consequently, the research design allows the researcher to collect data from various respondents (Jilcha Sileyew, 2019).

To determine the use of business sustainability factors by entrepreneurs with disabilities in strengthening their businesses, the researcher utilized a qualitative case study design. The study employed the interview method to collect information from entrepreneurs with disabilities. A case study goes beyond merely researching a specific person or situation. This method is particularly suitable for complex situations as it allows researchers to address "how" and "why" questions regarding the impact of the environment on a phenomenon. Case

studies provide valuable insights into a situation, enabling researchers to collect data from multiple sources and aggregate it to reveal the overall context. Moreover, this qualitative case study is one of the research methods that allow for analyzing a phenomenon within its specific context, utilizing diverse data sources.

Furthermore, the research design aims to ensure that respondents can answer the research questions in an appropriate, objective, and clear manner based on the obtained information. It involves determining the type of data needed to test a theory, evaluate a program, or conduct research. Explaining and accurately assessing the significance of observed events is a fundamental aspect of gathering information for social science research (De Vaus, 2006).

3.3 Research Strategy

Numerous studies have demonstrated that the research strategy adopted by a researcher reflects their intended approach to studying the subject matter. The research strategy, which involves methodological choices influenced by different philosophies. Saunders et al (2016) & Denzin and Lincoln (2011), encompasses various techniques for data collection and analysis. It is essential for the researcher to maintain consistency in their research approach throughout the design of the study (Saunders et al., 2016). A research strategy comprises a comprehensive framework for addressing the research question, including defining research objectives, identifying sources for data collection, and considering research constraints (Al-Ababneh, 2020).

In this particular study, the researcher employed a case study as the chosen research methodology. According to Yin (2014), a case study involves a thorough investigation of a subject or phenomenon within a real-life context, distinguishing it from other research methods. In research studies, "cases" can encompass individuals, groups, organizations, associations, processes of change, events, or various other subjects of study (Saunders et al., 2016). The researcher utilized a research strategy to examine the utilization of business sustainability factors by entrepreneurs with disabilities in strengthening their businesses.

3.4 Time Horizon

Research on time-horizons can be classified into two categories: longitudinal research and cross-sectional research. Longitudinal methods aim to study the

development of issues over time (Al-Ababneh, 2020). Conversely, cross-sectional research is the most commonly used methodology in the literature for examining correlations between variables in a large sample (Al-Ababneh, 2020).

Considering the limited timeframe for this investigation, a cross-sectional study will be conducted, where data will be collected only once during that specific period. A cross-sectional study is an observational study type that evaluates data collected from a population at a particular time, enabling researchers to analyze the factors contributing to employee turnover. The objective is to gather information about a specific characteristic or phenomenon at a specific point in time, rather than tracking the subject over an extended period.

Cross-sectional studies have a relatively short duration because data is collected all at once or over a brief period. Typically, researchers collect data from multiple individuals or groups simultaneously or within a short timeframe. It is important to note that the temporal scope of a study should be determined based on the research objectives and the nature of the phenomenon under investigation.

3.5 Data Collection

Qualitative research involves gathering non-numerical information to capture people's attitudes, feelings, and behaviors, providing a detailed yet often suggestive understanding of why individuals behave in certain ways. Semi-structured interviews have been described as purposeful conversations (Burgess, 1984).

A distinguishing feature of semi-structured interviews is the active involvement of both the interviewer and the respondent in a formal interview setting. Interviewers prepare and utilize interview guides, which consist of a list of open-ended questions and topics to be discussed during the conversation, typically in the listed order. Moreover, the open-ended nature of the inquiry allows for exploration of the research topic while providing the interviewer and interviewee the opportunity to delve deeper into specific themes. It often includes prompts to assist the interviewee in responding. While the interviewer generally follows the guide, they may also ask relevant questions during the conversation that deviate from the guide when they deem it appropriate.

A flexible interview approach enables the researcher to prompt or encourage interviewees for additional information or when their responses spark interest.

This approach allows the researcher to explore the topic further, elaborate on certain points, or pursue new lines of inquiry based on what the interviewee is saying. Semi-structured interviews also afford informants the flexibility to express themselves in their own terms.

3.6 Data Analysis Method: Thematic Analysis

According to Thomas (2006), the data analysis process is intended to grow the categories into a framework or model within the context of a general inductive approach. It may consolidate unprocessed data and explain significant ideas or methods. Qualitative data analysis is the act of bringing meaning, structure, and order to a vast quantity of acquired data (Marshall, C., & Rossman, G., 1990). Qualitative data analysis is the investigation of the link between data categories and themes to better understand the occurrences (AlYahmady Hamed Hilal & Saleh Said Alabri, 2013). As a consequence, the researcher must be vigilant, adaptable, and engage helpfully with the collected data rather than being rigid and procedure-based (Corbin, J. M., & Strauss, A. L., 2008).

A popular qualitative analysis technique used in both primary and secondary research is thematic analysis. Despite being extensively utilised, it is often misdefined for subsequent reasons, which lowers the calibre of the study that comes afterward. A "methodology for the identification, evaluation, and reporting of data patterns (themes)" is thematic analysis. For people who lack expertise, the flexibility of these exams may be both helpful and detrimental (Pursell & Gould, 2021). The technique indicated in the literature was similarly used to examine the information gathered via interviews with policymakers and higher education administrators for this research.

The interviews' transcription and translation made it possible for the material to be first internalized. To guarantee that the translation and transcription of the interviews with the respondents were correct, the audio recordings of the interviews were listened to many times. Each interview was translated into English by the researcher from Bahasa Melayu. The interviews had to be translated while they were being transcribed in order for the message to first be understood rather than the language or linguistic components.

Furthermore, the pre-translated transcriptions improved communication between the researcher and supervisors when they need guidance on how to

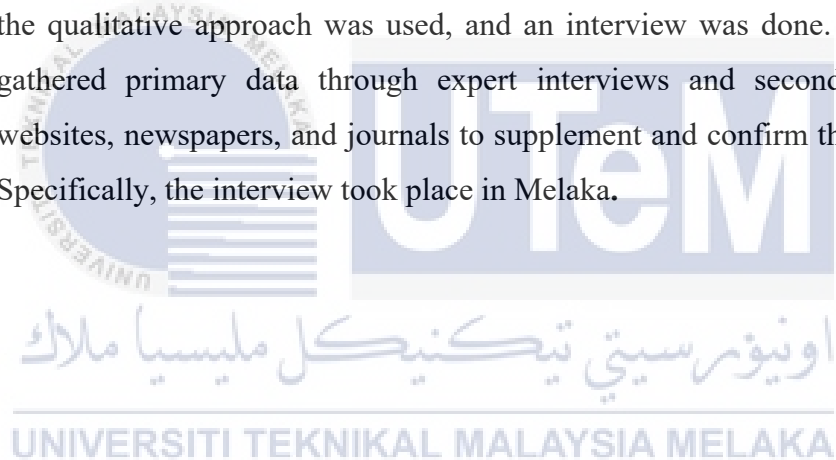
develop the transcript and subjects. The bulk of the translated transcriptions were finished within 24 hours after the interview to allow for any clarifications. This process was carried out using Microsoft Word Office.

3.7 Location

Melaka is a Malaysian state located in the southwest corner of Peninsular Malaysia. Melaka is a suitable place for the study to be carried out because it is close to the researcher's hometown.

3.8 Summary

The chapter concludes with a quick summary of the research methodology used in this investigation. An adequate research strategy was needed to get reliable findings. This inquiry used the descriptive research methodology. In this research, the qualitative approach was used, and an interview was done. The researcher gathered primary data through expert interviews and secondary data from websites, newspapers, and journals to supplement and confirm the original data. Specifically, the interview took place in Melaka.



CHAPTER 4

4.0 DATA ANALYSIS & FINDINGS

4.1 Introduction

In this chapter on data analysis and findings, the study's results analyzing the use of business sustainability factors by entrepreneurs with disabilities in strengthening their businesses are studied. This study aims to identify the determinants of the entrepreneurial aspirations of entrepreneurs with disabilities in their companies. This research also examines the sustainable development factors of disabled entrepreneurs as they run their businesses. Thus, the results will illustrate the effectiveness of sustainability in the business of disabled entrepreneurs.

In this research, data was collected by interviewing entrepreneurs with disabilities. This is because the researcher wants to understand this study in more detail. Qualitative research methods can provide a deep understanding of the selected entrepreneurs the researcher wants to study. Details and success in achieving the objectives of the study. The results of the case study will be further elaborated on in the next section. The first part is to identify the determinants of the entrepreneurial aspirations of entrepreneurs with disabilities in their businesses. The second part will be a study on the sustainable development factors of entrepreneurs with disabilities when they run their businesses, and the last part will be the effectiveness of sustainability on the companies of entrepreneurs with disabilities.

4.2 Participant's Details

Respondent A

Respondent A is the first respondent interviewed by the researcher. Respondent A's age is 58 years old. Respondent A is a female entrepreneur with an abnormality in her vision, a single mother who works in the food industry. For example, she makes "classic coconut biscuits" during festival. She runs a business

to support her family. Respondent A is still learning about this business and is a newcomer. Now, she actively enters and participates in sales at the carnival to develop her food business further. Her daughter also helped her run and manage her food business.

Respondent B

Respondent B is the second respondent interviewed by the researcher. Respondent B is a 16-year-old student. She has been a slow learner since childhood and is currently a PDK Seri Kemunting organization student. She is an entrepreneur with disabilities who became a representative of PPDK Seri Kemunting for the sale of bracelets she made at the Mini Youth Carnival in Masjid Tanah.

Respondent C

The third respondent interviewed by the researcher was Respondent C. Respondent C is 15 years old. He is a student at PDK Seri Kemunting who has experienced slow learner problems since he was in school. He is a disabled entrepreneur who worked on his pillow manufacturing and is now actively representing PPDK Seri Kemunting at sales carnivals for disabled entrepreneurs throughout Malacca.

Respondent D

Respondent D is the fourth respondent interviewed by the researcher. Respondent D is 60 years old and teaches at Taska Permata Kemas Jus Permai, Jasin Melacca. She suffered from foot problems at the age of 40 and has a disability card because her foot condition does not allow her to do heavy work that uses excessive feet. She participated in the OKU entrepreneur sales carnival and became a Permata Kemas representative for selling her handicrafts, which her students also assisted.

4.3 Line-by-Line Coding

Subsequent to the interview, the gathered data must be transcribed and systematically coded line by line. Line-by-line coding is a powerful tool for data representation, analysis, and interpretation that significantly impacts the way data is conceptualised. The transcript was created as a result of the requirement that

transcription be carefully planned, studied, and comprehended in order to define and cultivate a certain set of social behaviours. Stated differently, line-by-line encoding is a social cognitive task that prioritises procedures and calls for critical thinking, thinking at the macro and micro transcript levels, and attentiveness. Next, the researcher can choose a subject from the material by systematically organising and analysing textual data with the use of line-by-line coding. Transcription can meet the analysis requirements for a degree, which is satisfactory, but the relevance of the text should be considered. A decision regarding admission should always be based on research questions that analysis aims to offer solutions to. Furthermore, to effectively use a transcript summary.

4.4 Determinants of the Entrepreneurial Aspirations.

The term "determinants of entrepreneurial intentions" refers to elements or characteristics that affect a person's propensity or drive to pursue further entrepreneurial endeavors. Mentors set a positive example and offer support, and role models frequently supply the needed information (Postigo et al. 2006). These determinants apply to all segments of society, intact or physically impaired. They can take many forms, including personal traits, sociocultural influences, economic circumstances, resource accessibility, educational background, and prior entrepreneurial experience. This thorough investigation aims to identify the main factors influencing a person's desire to start their own business.

The researcher has conducted several interview sessions with respondents from some people with disabilities. Through this interview, the researcher was able to find out that entrepreneurial aspirations among the disabled are as follows:

Aspirations Respondent	A	B	C	D
INTEREST		√		√
RELATIVES AND FRIENDS	√			
WEAKNESSES			√	

Table 4.1: The determinants of the entrepreneurial aspirations.

4.4.1 Interest

People tend to do great things if they love and are interested in. According to human capital theory, individual health has been conceptualized as human capital defined by Becker (2002, p. 3) as "knowledge, information, ideas, skills, and individual health." According to this body of knowledge, the treatment of productive people as capital human capital generates economic benefits in entrepreneurship.

When I participated in the sales carnival with the teachers at PPDK, I became interested in continuing to do business and sell to the public.

However, I aspire to continue doing business because I love to meet people
(Responden B)

I want to start a business because I love making handicrafts. I started doing business when I found that some of my students also have an interest in handicrafts, so I also promoted some of their handicrafts at the booth I opened.

(Respondent D)

In conclusion, interest in something done is an example of an aspiration that is a priority for some respondents. He stated that the deep interest in what they are passionate about is the source and strength in carrying out

the assigned tasks. Then, they can focus their attention on the task at hand.

4.4.2 Relatives and friends

Family and friends are people who have a great influence on an individual's career choice because they are considered to be funders and role models. It was found that the role of friends and role models is prominent in influencing the decision to become an entrepreneur (Nanda & Sorensen, 2009). Family, friends and society are one of the reasons to stay strong despite all the shortcomings, the participants expressed their feelings.

The most important aspiration is my family. My children are the ones I have to fight for.



(Responden A)

In conclusion, responsiveness towards family members and encouragement from friends also play an essential role in building one's personality. The Respondent stated that the aspiration that made him vital to continue the business was due to the encouragement of his family, a sense of responsibility and the support of constructive friends.

4.4.3 Weaknesses

Participants felt that disabilities make them feel unappreciated and hurt their emotional well-being. One participant described how she was left feeling worthless.

I want to start a business because I am disabled. Unable to work regularly because most companies do not want normal employees over people with disabilities. So, when I participated in the sales carnival with the teachers

at PPDK, I was interested in continuing to do business and sell to the public

(Respondent C)

In conclusion, people with disabilities also deserve to be given the same opportunities as others. This is said because they feel the lack, which they think is one of the causes of not feeling confident. However, some consider the lack as a primary aspiration that causes them to continue to rise and want to continue living despite all the lack.

4.5 Sustainable Development Factors in Entrepreneur with Disabilities.

The researchers identified that the factors of sustainable business development are divided into three, which are social, economic and environmental. Through this interview, the researcher can find out the factors involved from the businesses of individuals with disabilities towards their businesses.

Factors	A	B	C	D
SOCIAL	√		√	
ECONOMIC	√			
ENVIROMENT		√		√

Table 4.2: The Sustainable Development Factors in Entrepreneur with Disabilities

4.5.1 Social

According to Zahra (2022), Interpersonal relationships are considered in

this dimension. Social Development is achieved when the appropriate conditions are met to create a Housing, Social Security, Education, Culture, Health, personal safety and judicial and participatory Justice system.

The term "social Sustainable Development factors" for people with disabilities refers to ideas and practices that support the equality, inclusiveness and self-determination of people with disabilities in society. This element guarantees that individuals with disabilities have equitable access to opportunities, services and social interactions, which promote their communities' general well-being and integration.

4.5.1.1 Training

At its core, training is more than a series of instructional sessions. It is a dynamic process that fosters skills, increases knowledge, and shapes behavior. The journey from novice to expert, from uncertainty to mastery, unfolds through well-designed training initiatives that lay the foundation for success.

"Needless to say, training in organizations is aimed at changing existing ways and patterns of work. It is aimed at the development of the individual, which cannot happen until there is a transfer of learning from coach to coach, which ends up being reflected in them. work", says Prachi Junej (2015).

In an ever-evolving landscape of personal and professional development, the role of training stands as a landmark, guiding individuals towards unlocking their latent potential. As the author of this exploration of the transformative power of training initiatives, I delve into the nuances of strategic training and its profound impact on individual growth and organizational success.

According to Pfeffer Jeffre (1998), " it is the jurisdiction of management to ensure that learning is taken as an ongoing process rather than a one-off one. This means that there should be a constant follow-up after the training either with an external consulting agency or through an in-house specialist. Sometimes

retraining may be necessary for continuous grading and skill development".

There are respondents who said that their good relationship with customers is a way to stabilize their business.

Aside from selling, I have been actively involved with the community by participating in events promoting inclusion and accessibility. By showcasing what individuals with disabilities can achieve.

(Responden A)

4.5.1.2 Socialize

MacKenzie (2004) defined association with the public as a belief in life-improving conditions and processes in the community that can achieve those conditions. Ensure physical, digital and social environments are accessible to people with disabilities. This includes providing barrier-free access to buildings, transport and public spaces and creating inclusive digital platforms and technologies. Kevin (2019) states, "Accessibility also extends to communication, ensuring that information is available in a format that is accessible to individuals with visual, hearing or cognitive impairments."

It safeguards the rights and dignity of individuals with disabilities and combats discrimination in all areas of life. This involves implementing and enforcing a legal framework that protects the rights of people with disabilities, including anti-discrimination laws, accessibility standards and inclusive policies. It also includes promoting awareness and changing societal attitudes towards disability, fostering a culture of acceptance and respect. Palich and Edmonds (2013) state it is about maintaining diverse social relationships in healthy communities. In addition, the association with people aims to create a physical, cultural and social place that favours well-being and a sense of community,

which involves engagement with the people who inhabit the place.

Facilitate equal employment opportunities and economic inclusion for individuals with disabilities. This includes promoting workplace diversity, eliminating discriminatory practices and providing reasonable accommodations. It also involves supporting entrepreneurial and self-employment initiatives by individuals with disabilities and fostering inclusive workforce development and vocational training programmes (Patricia, 2019). By addressing these social Sustainable Development factors, communities can create a more inclusive and equitable environment for individuals with disabilities, ensuring their full and active participation and promoting their overall well-being and quality of life.

Previously, I only sold small-size pillows for car accessories. Still, after being asked by a customer to make pillows for bedroom use, the teacher at PPDK told me to change the size of the cutouts and measurements because that is the work I am interested in and good at.

(Respondent C)

In conclusion, the social factor in sustainability plays a vital role in the business of entrepreneurs with disabilities. Respondents stated that they use social factors in sustainability because it gives a positive view of their business. Respondent A makes changes and involvement in training as her social factor. She is involved in various activities that can lead to positive results. Subsequently, she managed to turn training into his social way of owner and disposition.

Furthermore, the respondent also stated that the social factor he gave was socializing with people. Being a disabled person is demanding both physically and mentally. This is because many people look down on them, and sometimes that view makes us introverted disabled people ashamed to interact with many people.

But, we must be open and one step further to keep us caught up. He said socializing with the public without thinking about the shortcomings is a proactive way to grow the business.

4.5.2 Economic

Economics, often called the "dismal science," is pathetic when understood and navigated effectively. In this article, The Independent (2018) delves into the complex web of economic dynamics, offering insights into the forces that shape our financial landscape and influence our daily lives. The economy, far from being a dry and inaccessible subject, is an energetic carpet woven with the threads of Human Interaction, Innovation, and the structure of society. I invite you to join me in exploring the principles of Economics, where knowledge becomes a compass, guiding us through the ever-changing tide of economic waters.

4.5.2.1 Financial

According to Hellmann (2010), economics can involve the development of products or services, thus engaging in financial activities that address specific accessibility needs or target particular markets in disabled communities.

Economic attention is paid to the productive capacities of society, including human and physical capacities. It also tries to produce optimal and efficient use of resources and equitable distribution of benefits (Woon & Lo, 2016). Economic factors in sustainable development for entrepreneurs with disabilities (EwD) in business refers to the financial aspects and considerations necessary for the long-term viability and success of businesses owned or operated by individuals with disabilities. These economic factors aim to promote economic sustainability, growth and prosperity while addressing the unique challenges faced by people with disabilities in the business context. This method also identifies economic hotspots over the product's life, revealing the processes or life stages that most

contribute to the total cost (Kirk & Dell'isola, 2007).

According to Mohamed & Antia (1998), "ensuring people with disabilities can access financial resources, including capital, loans, grants, and investment opportunities." This could involve working with financial institutions with inclusive lending practices or finding specific financing programs to support businesses owned by individuals with disabilities. Economic sustainability refers to gross national product, exchange rates, inflation, profit, and the production, distribution, and consumption of goods and services.

Implement cost-effective strategies to optimize resource allocation, minimize waste, and improve operational efficiency. This can involve using technologies or processes that reduce production costs, streamline supply chain management and identify resource-sharing or collaboration opportunities. Economic indicators that are considered factors included in economic sustainability indicators are the cost of capital and operating costs (Van der Vulten-Balkema, 2003). Capital costs represent the expenses incurred in providing the process.

what I used are from a financial point of view, I promote cheap sales to my customers, especially when I live on TikTok.

(Respondent A)

In conclusion, finance is closely related to business. This is because all resources involved, directly or indirectly, are financial. The respondent stated that finance is her sustainability factor, she gets financial assistance from the government and lowers the price to sell cheaply so that the product becomes more price-friendly to customers.

4.5.3 Environment

The business should adopt environmentally responsible practices to minimize its ecological footprint. This can involve using eco-friendly policies and technology, cutting down on waste and recycling, obtaining products sustainably, and conserving energy. This dimension, which is concerned with the interaction between humans and the natural world, is linked to the preservation and improvement of diverse biological and physical resources as well as ecosystems. To take advantage of nature's riches, humans must abide by its established rules and intricacies. The environment's quality has declined as a result of humans' irresponsible exploitation of natural resources, which is growing faster than before. Many species have become extinct, and this trend is still continuing. The world population is predicted to go beyond 9 billion by 2050 (Pagett, 2018).

4.5.3.1 Eco-Friendly

According to the United Nations Conference on Environment and Development (UNCED) in (1992), in the face of environmental challenges and the urgent need for sustainable living, this article begins a journey to explore the concept of environmentally friendly. Investigate the importance of adopting environmentally friendly practices, not just as a trend but as a collective responsibility for the well-being of our planet.

A sustainable green economy takes time, and environmentally friendly products can be essential to this goal. Low consumption of environmentally friendly products is a severe concern for researchers and policymakers. To address this issue, we have studied the phenomenon in developing countries and provided insights to researchers and policymakers on the factors that influence consumer behaviour in developing behaviour.

The results show that environmental knowledge is a significant predictor and moderator, but consumers are less educated about ecological issues in developing countries. The results also reveal

that the preferences of male and female consumers are influenced differently by factors studied to measure the intention to use environmentally friendly products. The sensitivity analysis results showed that social influence followed by the expectation of effort and the expectation of environmentally friendly products are more critical for customers in developing countries.

4.5.3.2 Recycling

Recycling is more than a chore of separating waste. It's a powerful force for environmental conservation and sustainable living. In this exploration, Jane S. Shaw (2015) shed light on the significance of recycling beyond conventional notions, examining its transformative impact on the environment, economy, and our collective well-being.

Recycling is appealing because it offers a way to simultaneously reduce the amount of waste disposed in landfills and save natural resources. During the late 1980s, as environmental concerns grew, public opinion focused on recycling as a prime way to protect the environment. Governments, businesses, and the public made strenuous efforts to recycle. By 2000, the recycling rate had nearly doubled the 1990 rate of 16 percent. Much of the increase has been in yard trimmings and food scraps collected for composting.

Recycling, however, is not always economically efficient or even environmentally helpful. The popular emphasis on recycling stems partly from misconceptions. One misconception is that landfills and incinerators are environmentally risky. It is true that at one time landfills were constructed to fill in swamps (sometimes to reduce insect infestation). If material leaked out from the landfill, it could contaminate nearby waters. But today, landfills are sited away from wetlands. They are designed to keep their contents dry, and monitoring programs ensure that any leakage that does occur is caught before it causes harm.

Respondents stated that the environment can play a role in promoting businesses led by people with disabilities.

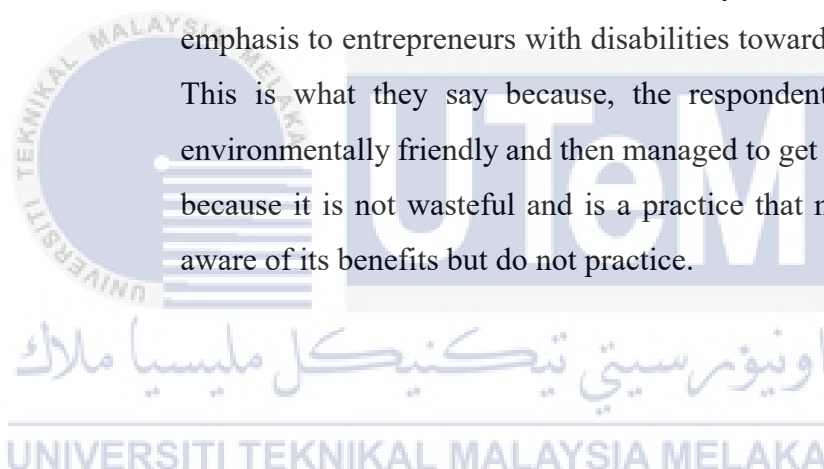
Because the bracelets I sold were said not to be adjustable, I changed the materials used and added materials to be more customer-friendly.

(Respondent B)

I think the change in materials makes people more interested in my handiwork. For example, I used paper to make some things before, but now I use old newspapers to make the base of my products.

(Respondent D)

In conclusion, environmental sustainability factors also give good emphasis to entrepreneurs with disabilities towards their business. This is what they say because, the respondents started being environmentally friendly and then managed to get many customers because it is not wasteful and is a practice that many people are aware of its benefits but do not practice.



4.6 Effectiveness of the sustainability towards entrepreneur with disabilities business.

Support provide support in the workplace by fostering teamwork and establishing coaching or mentoring programs. This helps entrepreneurs with disabilities to leverage the strengths and expertise of their colleagues and build a strong support network. A pleasant work environment allows one to work more efficiently. Through this interview, the researcher was able to find out the effectiveness of the factors involved from the business of individuals with disabilities on their business.

Effectiveness Respondent	A	B	C	D
WORK ENVIRONMENT			√	√
MOTIVATION	√	√		

Table 4.3: The Effectiveness of the sustainability towards entrepreneur with disabilities business

4.6.1 Work Environment

Work environment factors in sustaining businesses for entrepreneurs with disabilities refer to elements and considerations in the workplace that contribute to the long-term success and viability of businesses owned and operated by individuals with disabilities.

Respondents expressed that the effectiveness they found resulted from cooperation between all parties, and the work environment became very happy.

I realize that I am an uneducated person. However, my interest in doing activities that I like makes me eager to come to PPDK and continue to prepare the cutouts and measure the size of the pillow that I still need to prepare.

(Respondent C)

I strive for teamwork and loyal friends. Because if I don't try to cooperate with the children in the nursery, it will be difficult for me to do handicrafts alone. They also work with me by giving the nursery old newspapers they have at home. We need to apply this attitude so that they are more sensitive to these moral values.

(Respondent D)

In conclusion, the effectiveness of sustainable factors for businesses of people with disabilities in terms of work environment. This is said to be so because, they are aware of a harmonious work environment that makes them like to continue working. At times, high salaries are also not able to make employees happy with their jobs, but the effectiveness of sustainable factors in businesses with disabilities encourages them to make their work environment more positive and pleasant.

4.6.2 Motivation

Participant acknowledged the importance of their responsibility in working.

I found that the customers who came also had bought my products. Of course, I am happy when they watch my life and take orders, so they are willing to go to COD to buy my product sales.

(Respondent A)

I found that customers came to buy my bracelets in large quantities. Even though it's just an ordinary bracelet, I'm happy they bought and wore it.

UNIVERSITI TEKNIKAL MALAYSIA MELAKA (Respondent B)

Overall, the motivation that exists is also one of the effectiveness of sustainable factors. Respondents stated that their friendship and familiarity with each other is their motivation to continue working together successfully.

4.7 Summary

In summary, this study has three main topics about analyzing the use of business sustainability factors by entrepreneurs with disabilities in strengthening the business. Based on the results of the study, it can be concluded that the determining aspiration of disabled entrepreneurs to continue their business is in terms of a deep interest in the job and the abilities they have acquired. Next, the factors that involve the sustainable development of a business with disabilities are social and environmental. They like to see customer reviews to continue to produce sales at the maximum level. And the effectiveness of the changes they made, their handiwork and sales became more encouraging, they were highly motivated to carry out sales to achieve high achievements and the atmosphere at work became lively without negative thought.



CHAPTER 5

5.0 CONCLUSION & RECOMMENDATION

5.1 Introduction

In this chapter, the discussion is based on the results of data analysis outlined in chapter four. The objectives of this research study were successfully achieved, and the research questions were answered. The first research objective is to identify the determinants of entrepreneurial aspirations of entrepreneurs with disabilities. Next, the second objective is to determine the sustainable development factors of Underprivileged Entrepreneurs. And finally, the third objective is to illustrate the effectiveness of sustainability on the business of Disabled Entrepreneurs. In addition, some suggestions for further research are discussed to continue the study, analyzing the use of business sustainability factors by entrepreneurs with disabilities in strengthening the business.

5.2 Summary of findings

Every person has values entrenched in them, and this study presents some insights to the related parties on the use of business sustainability factors by entrepreneurs with disabilities in strengthening the business through the three research questions in this study. The objectives of this study were to define determinants of the entrepreneurial aspiration of entrepreneurs with disabilities. To determine the sustainable development factors of the entrepreneur with disabilities thus illustrating the effectiveness of the sustainability towards entrepreneur with disabilities business.

5.2.1 Determinants of The Entrepreneurial Aspiration of Aspiration of Entrepreneurs with Disabilities.

The results of the study show that all three respondents were interviewed and gave different feedback about the first objective which is to determine the entrepreneurial aspirations of disabled entrepreneurs. Based on the findings from research objective 1, the aspiration determinant most

mentioned by the respondents is a deep interest in what they are doing. As we know, something that is done without interest will definitely be difficult to get encouraging results or the work done will be dismissed, but a few respondents who are really skilled and interested in the sales activities they do give them a decisive reason in doing a business. Next, the second determinant is, relatives and friends. Respondents voiced that their friends and relatives are the source of their strength to do business activities. And the last is the lack and weakness. Respondents stated that their reason for being inspired to start a business was because they were not looked up to by the public. Society sees them as weak and does not expect benefits.

5.2.2 Sustainable development factors of the Entrepreneur with Disabilities.

According to the findings of the study, all respondents were questioned and gave various answers to the second goal, regarding the factors of sustainable development of Entrepreneurs with Disabilities. Based on the findings from the second objective of the study, as can be seen, the factors they do the most are in terms of social and environment. While the economic factor is the third highest factor that is their choice. Disabled entrepreneurs target social factors as sustainable development because the respondents change some things related to sales according to the views of their customers' reviews. This is said to be so because, they change some things about their sales products in order to perfect and further give the customer's wishes. In addition, there are respondents who attend classes in order to increase their input and skills. They also do a lot of things related to their social and customer, maintaining their good relationship with customers in order to reach a level and review comparable to the achievement they want.

Furthermore, the sustainable development factors mentioned and carried out by entrepreneur with disabilities are in terms of environmental factors. This is said to be so because, they have several steps and changes made in order to maintain peace and achieve the environment factor. For example, there are respondents who change the materials or inputs used as eco-friendly items. In addition, there are respondents who use recycled

materials as a basis in making their products for sale. This can be proven that they look up and are sensitive to the environment and take care of the quality of their products to better guarantee the future.

Next, the third factor that is the target of entrepreneurs with disabilities is the economy. There are respondents who stated that in terms of finance that plays a role in the composition of the product sales. He makes low sales and sales on the goods sold so that customers are not burdened by the selling price. In addition, the respondents also voiced that they made changes by opening a booth at the carnival and giving testers to customers so that customers could feel the sales and subsequently be able to guarantee their sales.

5.2.3 Effectiveness of the sustainability towards Entrepreneur with Disabilities business.

The results of the study show that the respondents were interviewed and gave different feedback about this third objective that is to describe the effectiveness of sustainability in the business of Entrepreneurs with Disabilities. Based on the findings from the third research objective, as can be seen, the respondents stated that the factors they did had a good effect and effectiveness on their successful business. This is evidenced by the achievement of their business becoming more and more developed and getting a decent reward.

There are respondents who stated that the reforms made had a positive impact on their work environment. They prefer and are happy to do work and even happy to continue their sales activities. A positive work environment can give a positive outlook to everyone. In addition, the respondents also said that they should be able to do their jobs and sales more easily because everyone cooperates and gives insight into the issues that occur and then all problems can be solved easily because everyone cooperates.

Furthermore, apart from the work environment respondents stated that motivation is the effectiveness they get. For example, the effectiveness of

their business makes them more motivated to do their sales. Apart from being motivated for sales, they are also motivated to continue all the work in the completion of the product they create.

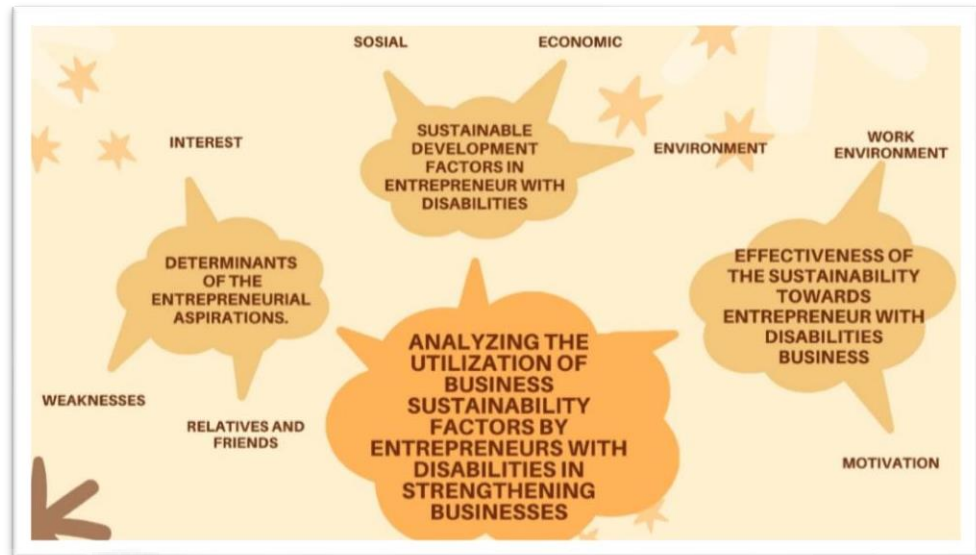
5.3 Contribution of Research

The contribution of this study is as a supporting information to existing knowledge. This research can be provided as a guideline to people with disabilities who intend to start a business. Entrepreneurs with disabilities will clearly understand that with various factors they can use and practice to achieve business success. People with disabilities can also become successful entrepreneurs and can improve themselves as successful entrepreneurs.

In addition, the proposed framework for the effectiveness of sustainable development factors aims to help entrepreneurs with disabilities become successful entrepreneurs if they follow the effectiveness and business practices that have been held across sectors. Therefore, entrepreneurs with disabilities need to seize the opportunity to become dedicated entrepreneurs by taking advantage of various factors and initiatives provided by cross-sectors. With that, the opportunity and space to change and advance oneself in the field of entrepreneurship and increase the family's income is wide open through various effective means.

Therefore, entrepreneurs with disabilities should seize the opportunities available if they want to improve their self-development in the field of entrepreneurship, participate in the programs provided and be able to improve the family's economic standard of living through the training provided. This can be proven by the increase in small numbers in business so that they can become successful entrepreneurs in the future. This research can also make disabled entrepreneurs more visionary and not easy to give up even if they have physical or mental limitations.

5.4 Newly Proposed Conceptual Framework



5.5 Limitations

This study aims to analyze the use of business sustainability factors by entrepreneurs with disabilities in strengthening the business. Disabled business owners in Melaka are the main subjects of this study. The limitations of this study are as follows:

1. This study only focused on people with disabilities who have businesses. Therefore, the information obtained is limited to entrepreneurs with disabilities only.
2. This study was conducted among entrepreneurs with disabilities Malacca only. Therefore, the results of the study are not possible describe the activities and problems faced by entrepreneurs with disabilities in other states.
3. This study is only focused on the business profile, factors involved in the business sector, the level of business success and business practices practiced by entrepreneurs with disabilities.

5.6 Recommendations for Future Research

The researcher hopes that this study can benefit all readers and decision makers among business owners. This study can be continued in-depth study for other interested researchers. The researcher would like to provide some suggestions for them to continue this research with the effectiveness of sustainability factors on the business of Disabled Entrepreneurs.

This research aims to explore, offer explanations and insights into examples and ways disabled entrepreneurs use sustainability factors. However, this interview was attended by a small number of interviewees, three people. Additionally, future researchers may use qualitative methods to increase the existing number interviewer to explain the study in more depth, especially in the business products carried out. In addition, this study was attended by interviews from various regions in Malaysia.

Next, the next researcher can also expand the scope of this study. For example, this study only focuses on the sustainability factor for businesses with disabilities, perhaps for future studies, the researcher can add more other factors or improve in terms of the scope of respondents.

Furthermore, further research can be conducted by developing quantitative research methods to obtain statistical data. Since this study is conducted through qualitative methods, the data received will be different if future studies can be done quantitatively. Cumulative dates will be in a large amount of data and the results are based on a larger sample size that is representative of the population. A large sample size is used to obtain statistically valid results in customer insights.

Future research could also develop theory's from the customer's perspective. Finally, research is needed to understand what exactly it means to consider a customer as an asset to a business. Future research in this area can examine the perception of customer satisfaction towards the sales products of disabled entrepreneurs such as satisfaction, commitment, trust and influence on customers. To better understand what people want, marketing professionals use customer research. There are no internal issues, personal agendas, or even arbitrary preferences when it comes to information collected from customers.

Customer acquisition is the lifeblood of any business. When it comes to making good decisions, it's all about your customers. One could argue that the future of marketing is the internet. Business marketing will continue to evolve in the future, so no one really knows where it will end up. The internet is the most powerful and effective approach out there, but it can also be confusing and when you consider that the internet is still in its infancy, it's even more confusing. Perhaps, other future researchers out there will do some research on how guerrilla marketing can improve its characteristics because they are eager to grow along with the internet especially now. Therefore, internet channels can help the organizations involved to keep in touch with their customers through websites, blogs, e-mails, video sharing, and content sharing. This way, it can improve branding as well.

5.7 Summary

This research is about analyzing the use of business sustainability factors by entrepreneurs with disabilities in strengthening the business. Overall, it can be concluded that all factors of business sustainability use by entrepreneurs are lacking effective efforts and successful business practices are implemented towards success.

REFERENCES

- Abdul Kadir, M. A. B., & Sarif, S. M. (2015). Social Enterprise Sustainability: An Exploratory Case of Selected Private Islamic Schools in Malaysia. *International Academic Research Journal of Social Science*, 1(2), 255-263
- Aldieri, L., Grafström, J., Sundström, K., & Vinci, C. P. (2019, December 19). *Wind Power and Job Creation*. MDPI.
- Aldieri, L., Kotsemir, M., & Vinci, C. P. (1970, January 1). The role of environmental innovation through the technological proximity in the implementation of the sustainable development. *Business Strategy and the Environment*.
- Alt, R., Fleisch, E., & Werle, O. (2000). The concept of Networkability-How to make companies successful in business networks. *International journal of Economic Commerce*, 5(2), 7- 27.
- Alvarado Blanquer, A., Suárez Ortega, M., & Sánchez García, M.F. (2020). Entrepreneurial trajectories in people with disabilities: Characteristics and conditioning factors through case studies. *Psychoperspectives*, 19 (2), 44-55.
- Announcement (ScienceDirect Article in Press). (2004, January). *Assessing Writing*, 9(1), III–IV. [https://doi.org/10.1016/s1075-2935\(04\)00016-9](https://doi.org/10.1016/s1075-2935(04)00016-9).
- Barot, H. (2015). Entrepreneurship–A Key to Success. *International Journal of Business and Management*, 3(1), 163-165.
- Burstein, H. J. (2010, October). Board Recertification. *Journal of the National Comprehensive Cancer Network*, 8(10), 1111–1111. <https://doi.org/10.6004/jnccn.2010.0082>
- Deci, E. L., & Ryan, R. M. (2000). The "What" And "Why" Of Goal Pursuits: Human Needs and The Self-Determination of Behavior. *Psychological Inquiry*, 11(4), 227-268.
- Clercq, D. D., & Arenius, P. (2006). The role of knowledge in business start-up activity. *International small business journal*, 24(4), 339-358.

- Cohen, B. (2005). Sustainable valley entrepreneurial ecosystems. *Business Strategy and the Environment*, 15(1), 1–14. <https://doi.org/10.1002/bse.428>.
- Dhar, S. & Farzana, T. (2017), “Entrepreneurs with Disabilities in Bangladesh: An Exploratory Study on Their Entrepreneurial Motivation and Challenges”, *European Journal of Business and Management*, 9(36), 103-114.
- Dyer, W. G., Nenque, E., & Hill, E. J. (2014). Toward A Theory of Family Capital and Entrepreneurship: Antecedents and Outcomes. *Journal of Small Business Management*, 52(2), 266– 285.
- Filion, L. J. (2011). Defining the Entrepreneur. In Dana, L. P. (Ed.) *World Encyclopedia of Entrepreneurship* (Pp. 41- 52). Cheltenham, UK and Northampton, MA, USA: Edward Elgar.
- Edelman, L. F., Manolova, T., Shirokova, G. & Tsukanova, T. (2016). The Impact of Family Supports On Young Entrepreneurs’ StartUp Activities. *Journal of Business Venturing*, 31(4), 428–448.
- Eizenberg, E., & Jabareen, Y. (2017, January 5). Social Sustainability: A New Conceptual Framework. MDPI. <https://doi.org/10.3390/su9010068>
- Felner, E., & Kaufman, F. (2008, July 1). Type 2 Diabetes in Children. *The Journal of Clinical Endocrinology & Metabolism*, 93(7), E2–E2. <https://doi.org/10.1210/jcem.93.7.9997>.
- Gomez-Mejia, L.R. and D.B. Balkin, 1992. Compensation, Organizational Strategy and Firm Performance. Cincinnati: South-Western.
- Gupta, R. (2022, February 17). MDPI Sustainability: Special Issue “Innovations in Sustainable Materials and Construction Technologies.” *Sustainability*, 14(4), 2289. <https://doi.org/10.3390/su14042289>.
- Harper, M., & Momm, W. (1989). Self-Employment for Disabled People: Experiences from Africa and Asia. International Labor Organization.
- Hussain, S. (2010, March). Accounting journals and the ABS quality ratings. *The British Accounting Review*, 42(1), 1–16. <https://doi.org/10.1016/j.bar.2009.12.001>.

- Khan, J., Hildingsson, R., & Garting, L. (2020, January 3). Sustainable Welfare in Swedish Cities: Challenges of Eco-Social Integration in Urban Sustainability Governance. MDPI. <https://doi.org/10.3390/su12010383>
- Kulkarni, M. (2016, February). Organizational career development initiatives for employees with a disability. *The International Journal of Human Resource Management*, 27(14), 1662–1679. <https://doi.org/10.1080/09585192.2015.1137611>
- Lee, S. Role of social and solidarity economy in localizing the sustainable development goals. *Int. J. Sustain. Dev. World Ecol.* 2020, 27, 65–71.
- Maritz, A.; Laferriere, R. Entrepreneurship and self-employment for people with disabilities. *Aust. J. Career Dev.* 2016, 25, 45–54.
- Mohamed, D. H. (2017). Qualitative Research Approach in LIS Education: Comparative Methodology Study. *IOSR Journal of Research & Method in Education (IOSRJRME)*, 07(01), 83–89. <https://doi.org/10.9790/7388-0701028389>
- Neil J. Salkind. (2010). Primary Data Source - SAGE Research Methods. <https://methods.sagepub.com/reference/encyc-of-research-design/n333.xml>.
- Ortiz García, P., & Olaz Capitan, A. J. (2021). Entrepreneurship for people with disabilities: from skills to social value. *Frontiers in Psychology*, 12, 24-81.
- Prastowo, A. A., Hafiar, H., & Setianti, Y. (2021). Disability Entrepreneurs Responses to Public Communication During the Pandemic: Case Study about Disability Entrepreneur Strategy through Online Culinary Business during the Covid-19 Pandemic. *Webology*, 18(1), 121-130.
- Saxena, S. S., & Pandya, R. S. K. (2018). Gauging Underdog Entrepreneurship for Disabled Entrepreneurs. *Journal of Enterprising Communities: People and Places in The Global Economy*, 12(1), 3-18.
- Schur L. A. (2003). Barriers or Opportunities? The Causes of Contingent and Part-Time Work Among Persons with disabilities. *A Journal of Economy and Society*, 42(4), 589-622.

- Saxena, S. S., & Pandya, R. S. K. (2018). Gauging Underdog Entrepreneurship for Disabled Entrepreneurs. *Journal of Enterprising Communities: People and Places in The Global Economy*, 12(1), 3-18.
- Schur L. A. (2003). Barriers or Opportunities? The Causes of Contingent and Part-Time Work Among Persons with disabilities. *A Journal of Economy and Society*, 42(4), 589-622.
- Turner, S.P. (1979). The Concept of Face Validity. *Quality and Quantity*, 13(1), 85–90. https://mpra.ub.uni-muenchen.de/83458/1/MPRA_paper_83458.pdf.
- Trimble, L. (2018, January). Accessibility at JSTOR: From box-checking to a more inclusive and sustainable future. *Learned Publishing*, 31(1), 21–24. <https://doi.org/10.1002/leap.1134>
- Twycross, A., & Shields, L. (2004). Validity and Reliability-What's it All About? Part 2: Reliability in Quantitative Studies. *Paediatric Nursing*, 16 (10), 36.
- Parker Harris, S.; Renko, M.; Caldwell, K. Social entrepreneurship as an employment pathway for people with disabilities: Exploring political–economic and socio-cultural factors. *Disabil. Soc.* 2014, 29, 1275–1290.
- Prastowo, A. A., Hafiar, H., & Setianti, Y. (2021). Disability Entrepreneurs Responses to Public Communication During the Pandemic: Case Study about Disability Entrepreneur Strategy through Online Culinary Business during the Covid-19 Pandemic. *Webology*, 18(1), 121-130.
- Tihic, M. (2019). Experiences of entrepreneurs with disabilities: A critical disability theory perspective (Doctoral dissertation, Syracuse University).
- Wildlife Photographer of the year. (2019, January 8). *Pour La Science*, N° 502-août(8), 20a–20a. <https://doi.org/10.3917/pls.502.0020a>.
- Wasserman, D., Asch, A., Blustein, J., & Putnam, D. (2011). Disability: Definitions, Models, Experience. *Stanford Encyclopedia of Philosophy*.
- Williams, C. C., & Round, J. (2009). Evaluating informal entrepreneurs' motives: Evidence from Moscow. *International Journal of Entrepreneurial Behaviour & Research*, 15, 94–107.

World Health Organization/WHO. (2021). Disability and Health. <https://www.who.int/news-room/fact-sheets/detail/disability-and-health> (Accessed on April 07, 2022).

Zhiwei, Y.; Xuanwei, C.; Hongyi, D.; Yun, H. Is entrepreneurial orientation a good predictor of sustainable performance? *J. Asia Entrep. Sustain.* 2018, 14, 124–165



APPENDIX 2 – GANTT CHART FINAL YEAR PROJECT 2

NO	ACTIVITY	WEEKS																
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
1	Final Year Project 2 Briefing																	
2	Interview Question Development																	
3	Interview Session																	
4	Transcription																	
5	Data Analysis																	
6	Chapter 4: Data Collection, Analysis and Findings																	
7	Chapter 5: Discussions																	
8	Submit Chapter 4 and Chapter 5																	
9	Presentation Final Year Project 2 - Slide Presentation																	
10	Finalize The Final Year Project 2																	
11	Submission Final Year Project 2																	

APPENDIX 3: TRANSCRIPT INTERVIEW



**BACHELOR OF TECHNOPRENEURSHIP (HONS.)
FACULTY OF TECHNOLOGY MANAGEMENT AND TECHNOPRENEURSHIP
UNIVERSITI TEKNIKAL MALAYSIA MELAKA (UTEM)**

Research Project Interview Question:

**ANALYZING THE UTILIZATION OF BUSINESS SUSTAINABILITY
FACTORS BY ENTREPRENEURS WITH DISABILITIES IN
STRENGTHENING BUSINESSES**

Research Objectives:

1. To identify the determinant of the entrepreneurial aspiration of entrepreneurs with disabilities.
2. To determine the sustainable development factors of the Entrepreneur with Disabilities.
3. To illustrate the effectiveness of the sustainability towards Entrepreneur with Disabilities business.

Statement of Confidentiality:

All the information is confidential and will only be used for research purposes.

NUR SYAFIQAH BINTI OMAR

Bachelor of Technopreneurship
(Hons.)

Faculty of Technology Management
and Technopreneurship.

nsyafiqahomar5@gmail.com

+60 163128230

Mr. Albert Feisal @ Muhd Feisal

Bin Ismail

Supervisor

Faculty of Technology Management
and Technopreneurship

albertfeisal2@gmail.com.

+6012-749 9799

Dear participant,

My name is NUR SYAFIQAH BINTI OMAR, and I am an undergraduate Bachelor of Technopreneurship with Honours from Universiti Teknikal Malaysia Melaka (UTeM). I am researching ANALYZING THE UTILIZATION OF BUSINESS SUSTAINABILITY FACTORS BY ENTREPRENEURS WITH DISABILITIES IN STRENGTHENING BUSINESSES. This interview question consists of 5 sections: Sections A, B, C, D, and E. You are kindly required to answer all. The information you provide will be confidential and used only for academic research. We much appreciate your help in completing this interview segment.

SECTION A: DEMOGRAPHIC INFORMATION

This section is related to your background in brief. Your responses will be kept in strict confidentiality.

SECTION A: DEMOGRAPHIC INFORMATION	
NAME:	
AGE:	
WORK:	
ADDRESS:	

SECTION B: RESEARCH OBJECTIVE 1 (RO 1)

To identify the determinant of the entrepreneurial aspiration of entrepreneurs with disabilities.

1. What is your background.
2. Are you passive or active looking for work? If active, what are the jobs you usually apply for and does the company hire you.
3. What is your inspiration to doing business?

SECTION C: RESEARCH OBJECTIVE 2 (RO 2)

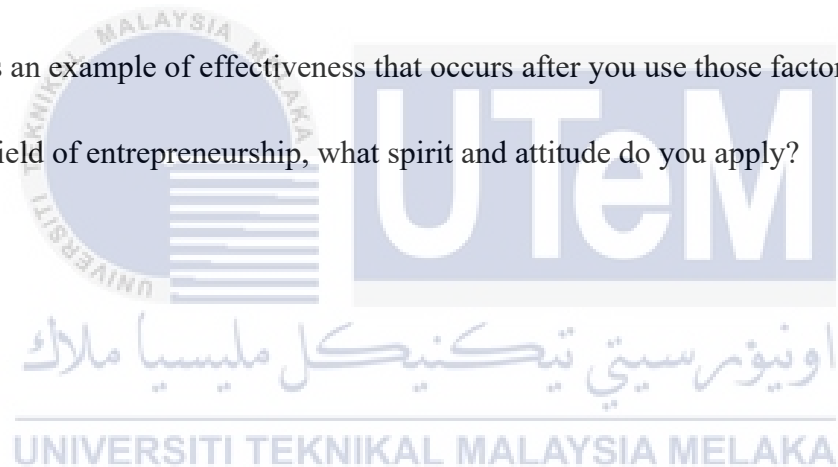
To determine the sustainable development factors of the Entrepreneur with Disabilities

1. Do you know what is the sustainable development in business?
2. What are the factors sustainable development used by you in your business?

SECTION D: RESEARCH OBJECTIVES 3 (RO3)

To illustrate the effectiveness of the sustainability towards Entrepreneur with Disabilities business.

1. Do the factors you used help in your business?
2. What is an example of effectiveness that occurs after you use those factors.
3. In the field of entrepreneurship, what spirit and attitude do you apply?



RESPONDENT A	
SECTION A: DEMOGRAPHIC INFORMATION	
NAME:	AZILAH BINTI BAHRIN
AGE:	58 years old
WORK:	Businesswoman and Housewife
ADDRESS:	Bertam Impian , Malacca

Interviewer: Assalamualaikum, hi! My name is Nur Syafiqah Binti Omar, I am a Bachelor's degree student in Techno Entrepreneurship with Honors from Universiti Teknikal Malaysia Melaka (UTeM), and now I'm in my final year, so I have a task from university, which is last year's project. I'm handling research analyzing the use of business sustainability factors by entrepreneurs with disabilities in strengthening the business.

Interviewer: Can I interview you about my research topic? Before that, can you tell me your name, age and what your life was like before this? What kind of work did you do before, and then what type of business do you have now? I would like to know more about your business life until now.

Respondent: Hello, my name is Azilah Binti Bahrin. I am 58 years old. I am a mother of 3 children. I am a housewife, but after the death of my husband in 2015, I only got used to making some spicy chips at home.

Interviewer: Before you became an entrepreneur, were you actively looking for a job? And if active, what jobs have you ever pursued from which company?

Respondent: Before I joined the business field, I did not work and was only a housewife. After my husband's death, I started a business at home by taking orders to make biscuits and cookies to support the family. My business is helped by my eldest daughter, who is 25 years old. I am not actively looking for a job because my lack is one obstacle to me doing a job in any company.

Interviewer: What is the main reason you want to start a business? And what inspiration do you get in continuing your business even if you are disabled?

Respondent: The main reason I want to start a business is because I have no income like I did before my husband's death. So, after the death of my husband, I felt that I had to bear the responsibility to continue life with my children. The most important aspiration is my family. My children are the ones I have to fight for. I don't want them to feel bad because of their father's death. Although two of my three children are already working, I still have one child continuing his studies at the University. So, I don't want him to be burdened because of the lack of money and difficulty continuing his studies.

Interview: Okay, next I want to ask you. Do you know what sustainable development is in business?

Respondent: Sustainable development in business is like how the business is formed and continues to grow. Is it?

Interview: Yes ma'am. Sustainable development in business is defined as a business model that provides value to society, intending to form a more sustainable company that continues to grow. In other words, what your business gives to others so you can continue developing your business.

Respondent: What factors do you use to promote your business to the public?

Interview: I didn't know about the factors, but what I used are from a financial point of view, I promote cheap sales to my customers, especially when I live on TikTok. Besides that, I sometimes give testers to customers at the booth before they buy any sales I sell. Aside from selling, I have been actively involved with the community by participating in events promoting inclusion and accessibility. By showcasing what individuals with disabilities can achieve, I hope to break stereotypes and contribute to a more inclusive society.

Respondent: Did what you did change your business from before and after?

Interview: I can say it is successful. Before actively promoting my product on TikTok and

Booth, my sales were only popular during the festive season. But after I went live on TikTok and opened a booth at the food carnival, I found that the customers who came also had bought my products. Of course, I am happy when they watch my life and take orders, so they are willing to come to COD to buy my product sales.

Interview: Last question from me: In entrepreneurship, what spirit and attitude do you apply?

Respondent: In this field of business, I try not to give up even if I have physical deficiencies. It is not easy to give up and keep trying to achieve success.

Interview: Well, that's all my question. Thank you, Madam, for taking the time.

Respondent: You're welcome, Syafiqah.



RESPONDENT B	
SECTION A: DEMOGRAPHIC INFORMATION	
NAME:	Aina Sofea Binti Zamri
AGE:	16 years old
WORK:	Student at PPDK Seri Kemunting
ADDRESS:	Masjid Tanah , Malacca

Interviewer: Assalamualaikum, hi! My name is Nur Syafiqah Binti Omar I am a Bachelor's degree student in Techno Entrepreneurship with Honors from Universiti Teknikal Malaysia Melaka (UTeM), and now I'm in my final year, so I have a task from university, which is last year's project. I'm handling research analyzing the use of business sustainability factors by entrepreneurs with disabilities in strengthening the business.

Interviewer: Can I interview you about my research topic? Before that, can you tell me your name, age and what your life was like before this? What kind of work did you do before, and then what type of business do you have now? I would like to know more about your business life until now.

Respondent: Hello, my name is Aina Sofea Binti Zamri. I'm 16 years old. I am a student at Seri Kemunting Community Rehabilitation Center. I am not working and am only a student at PPDK.

Interview: Before you became an entrepreneur, were you actively looking for a job? And if active, what jobs have you ever pursued from which company?

Respondent: Before I joined the business field, I washed dishes in a restaurant. But after entering this rehabilitation centre, I entered the business field because I was interested in selling things to people.

Interview: What is the main reason you want to start a business? And what inspiration do you get in continuing your business even if you are disabled?

Respondent: I want to start a business because I was laid off. So, when I participated in the sales carnival with the teachers at PPDK, I was interested in continuing to do business and sell to the public. However, I aspire to continue doing business because I love to meet people and be friendly to them even though my IQ is slightly lower than the average person's.

Interview: Okay, next I want to ask you. Do you know what sustainable development is in business?

Respondent: I don't know what sustainable development is in business..

Interview: Okay, that's fine. I'll explain about sustainable development in business. Sustainable development in business is defined as a business model that provides value to society to form a more sustainable company that continues to grow. In other words, what your business gives to others so they can continue growing your business.

Respondent: Do you know what factors you contribute to the public to promote your business?

Interview: I didn't know about those factors. But what can I said from my experience in selling my product is my bracelet I sold was very popular. Because the bracelets I sold were said not to be adjustable, I changed the materials used and added materials to be more customer-friendly.

Respondent: Did the things you did change your business from before and after?

Interview: I feel successful. Because previously, the bracelets I sold at the sales booth were not well received. However, after I changed the material, I found that customers came to buy my bracelets in large quantities. Even though it's just an ordinary bracelet, I'm happy they bought and wore it.

Respondent: Last question from me: In entrepreneurship, what spirit and attitude do you apply?

Interview: In this field of business, I keep trying despite having shortcomings. I am aware that I am an uneducated person. Still, my interest in doing activities that I like is why I am eager to come to PPDK and continue to complete the part of the bracelet that I still need to complete.

Interview: Well, that's all my question. Thank you for taking the time.

Respondent: You're welcome, Syafiqah.



RESPONDENT C	
SECTION A: DEMOGRAPHIC INFORMATION	
NAME:	Muhammad Hakim Bin Saleh
AGE:	15 years old
WORK:	Student at PPDK Seri Kemunting
ADDRESS:	Masjid Tanah, Malacca

Interviewer: Assalamualaikum, hi! My name is Nur Syafiqah Binti Omar. I am a Bachelor's degree student in Techno Entrepreneurship with Honors from Universiti Teknikal Malaysia Melaka (UTeM), and now I'm in my final year, so I have a task from university which is the final year project. I'm handling research analyzing the use of business sustainability factors by entrepreneurs with disabilities in strengthening the business.

Interviewer: Can I interview you about my research topic? Before that, can you tell me your name, age and what your life was like before this? What kind of work did you do before and then what kind of business now? What I mean is that I would like to know a little bit about your life in business until now.

Respondent: Hello, my name is Muhammad Hakim Bin Saleh. I am 15 years old. I am a student at Seri Kemunting Community Rehabilitation Center. I am not working and just a student at PPDK.

Interview: Before you became an entrepreneur, were you actively looking for a job? And if active, what jobs have you done from which company?

Respondent: Before I ventured into the business field, I did not work but helped my mother at the stall selling nasi lemak in the morning and was only a student at PPDK Seri Kemunting. But after entering this rehabilitation center, I entered the business field because I was interested in selling things to people.

Interview: What is the main reason you want to start a business? And what inspiration do you get in continuing your business despite your disability?

Respondent: I want to start a business because I am disabled. Unable to work regularly because most companies do not want normal employees over people with

disabilities. So, when I participated in the sales carnival with the teachers at PPDK, I was interested in continuing to do business and sell to the public. I'm also really interested in doing business because that's why I help my mother sell 'nasi lemak' in the morning at a roadside stall.

Interview: Okay, next I want to ask you. Do you know what is sustainable development in business?

Respondent: I do not know.

Interview: Okay, that's fine. I will explain about sustainable development in business. Sustainable development in business is defined as a business model that provides value to society to form a more sustainable company that continues to grow. In other words, what your business gives to others so that they can continue to grow your business.

Interview: Do you know what factors you contribute to the public to promote your business?

Respondent: I didn't know the factors are. But what can I said my pillow are popular. Previously, I only sold small size pillows for car accessories but after being asked by a customer to make pillows for bedroom use, the teacher at PPDK told me to change the size of the cutouts and measurements because that is the work I am interested in and good at.

Interview: Did what you did change your business from before and after?

Respondent: I feel successful. Because before, the pillows I sold at the sales booth were well received, but they often asked if it was only a small pillow? So my teacher gave me a suggestion to change and increase the size of the pillow because the customer's demand for pillows in the bedroom was encouraging.

Interview: My last question: In the field of entrepreneurship, what spirit and attitude do you apply?

Respondent: In this field of business, I still try despite my shortcomings. I realize that I am an uneducated person. However, my interest in doing activities that I like makes me eager to come to PPDK and continue to prepare the cutouts and measure the size of the pillow that I still need to prepare.

Interview: Well, that's all my question. Thank you for your time.

Respondent: Welcome.

RESPONDENT D	
SECTION A: DEMOGRAPHIC INFORMATION	
NAME:	Puan Fatimah Binti Yunus
AGE:	60 years old
WORK:	Kemas Staff
ADDRESS:	Jasin, Melacca.

Interviewer: Assalamualaikum, hi! My name is Nur Syafiqah Binti Omar. I am a Bachelor's degree student in Techno Entrepreneurship with Honors from Universiti Teknikal Malaysia Melaka (UTeM), and now I'm in my final year, so I have a task from university which is the final year project. I'm handling research analyzing the use of business sustainability factors by entrepreneurs with disabilities in strengthening the business.

Interviewer: Can I interview you about my research topic? Before that, can you tell me your name, age and what your life was like before this? What kind of work did you do before and then what kind of business now? What I mean is that I would like to know a little bit about your life in business until now.

Respondent: Hello, my name is Fatimah Binti Yunus. I am 60 years old. I am a teacher at Taska Permata Kemas Jus Permai, Jasin Melacca and an entrepreneur selling handicrafts.

Interviewer: Before you became an entrepreneur, were you actively looking for a job? And if active, what jobs have you done from which company?

Respondent: Before I ventured into the business field, I was not actively looking for work because I already had a permanent job as a teacher at Taska Permata Kemas Jus Permai, Jasin. But at the same time, I also do business at the handicraft carnivals organized in Melacca.

Interview: What is the main reason you want to start a business? And what inspiration do you get in continuing your business despite your disability?

Respondent: I want to start a business because I have the ability to make handicrafts. I started doing business when I found that some of my students also have an interest in handicrafts, so I also promoted some of their handicrafts at the booth I opened. The aspiration I found in staying in business is because of family members, interests and my students' children. They are also skilled in handicrafts so I enjoy teaching them about handicrafts made.

Interview: Okay, next I want to ask you. Do you know what is sustainable development in business?

Respondent: I have heard about sustainable development in business. It's just that I'm not very knowledgeable in defining it. But what I do know is about the factors that contribute to society about business.

Interview: Okay, that's right ma'am. I will explain about sustainable development in business. Sustainable development in business is defined as a business model that provides value to society to form a more sustainable company that continues to grow. In other words, what your business gives to others so that they can continue to grow your business.

Interview: Do you know what factors you contribute to the public to promote your business?

Respondent: I didn't those factors.

Interview: What things did you do that changed your business from before and after?

Respondent: I think the change in terms of materials makes people more interested in my handiwork. For example, before I used paper to make some things but now I use old newspapers to make the base of my products. The pattern available is on the newspaper which makes my handicrafts more interesting and patterned.

Interview: Did what you did change your business from before and after?

Respondent: I feel successful.

Interview: My last question: In the field of entrepreneurship, what spirit and attitude do you apply?

Respondent: In this field of business, I strive for teamwork and loyal friends. Because, if I don't try to cooperate with the children in the nursery, of course it will be difficult for me to do handicrafts alone. In fact, they also work with me by giving old newspapers that they have at home to the nursery. This is the attitude we need to apply so that they are more sensitive to these moral values.

Interview: Well, that's all my question. Thank you for your time.

Respondent: You're Welcome.



APPENDIX 4: INTERVIEW PICTURES



RESPONDENT A



RESPONDENT B & C

اونيورسيتي تېكنيكل مليسيا ملاك

UNIVERSITI TEKNIKAL MALAYSIA MELAKA



RESPONDENT D



اونيورسيتي تيكنيكل مليسيا ملاك

UNIVERSITI TEKNIKAL MALAYSIA MELAKA