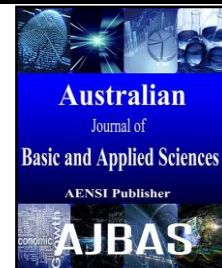




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“Ethnic Entrepreneurships: Minority Ethnic Students in UiTM Sabah and UMS Perceptions towards Entrepreneurialism Business Interest”

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ABSTRACT

Unemployed graduates have become among the world major concerns lately. 70% of Malaysian graduates are jobless. Due to this concerns, this paper aims to identify major factors influencing Sabah minority ethnic favorable in the entrepreneurialism business interest. Hence, extensive introductory entrepreneurship syllabus clusters development beginning from the early childhood, primary, secondary and university students. This may induce interest appeal and to develop focus group of self-employment. The study focus on 7 indicators consist of demographic profiles variable (DP), social norms (SN), attitude (A), self-efficacy (SE) and business management skills (BMS) with reference to university students' entrepreneurial intention. This study also partially mediates the relationship between product attractiveness (PA) and the minority ethnic entrepreneurialism business interest (MEEBI), by testifying their direct and indirect relationships. Hence, this study provides new perception towards improving the graduates' characteristic, capabilities to exploit the business opportunities in the market. Furthermore, this paper will assess the relationship with the product attractiveness (PA) as a mediator. The study encompasses on the type of Sabah minority ethnic (ME) and nature of family own business (FOB) background with the 280 samples students in UiTM Sabah and UMS. The descriptive and random sampling method of research which revealed that majority of the respondents agreed that FOB and entrepreneurship education had positively influenced the ethnic students' involvement in the entrepreneurial process and career development either full-time or part-time basis.

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INTRODUCTION

The minority ethnic (ME) students in UiTM Sabah and UMS community realized that the numerous graduates are being unemployed due to stiff competition and war of talent in the business market. The key features of these ethnic entrepreneurship (EE) study are focusing on minority ethnic entrepreneurialism business interest (MEEBI) by deploying the high motivation on entrepreneurship skills, struggle, persistence, independence and strong belief with intuitive effects of entrepreneurial process that eventually will provide employment and making contribution to the state. ME entrepreneurship establish an emerging economic force, in Sabah. This can be seen through SME expansion. But, however, still minority ethnic (ME) Gen Y and X are lacking of participation in the

entrepreneurship development compared to the developed countries populations because of the environment business culture that influence social norms of entrepreneurship have been accepted as a career of choice in the United States. The SPSS have resulted relationship between the demographic profile (DP) (IV), social norms SN (IV), attitude (A) (IV), self-efficacy (SE) (IV), Business Management Skills (BMS) (IV) and mediator of variable Product Attractiveness (PA) towards the minority ethnic entrepreneurialism business interest (MEEBI) (DV). In this part of product attractiveness (PA), are seen as part of business development. The empirical previous research evidenced out that attractive celebrities are more effective endorsers and have a positive relationship for product attractiveness (PA). Hence, this study area concern to focus on entrepreneurs

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right attitude involving their ability to experience the entrepreneurial process thoroughly.

With the entrepreneurship clustering syllabus, this will help the students confidently to give ideas, become a smart analyzer capable to assume risk and exploiting business innovation especially to create more value and wealth for Sabah. Therefore, this study will synergize the niches for self-employment in the business fields. In this sense, the Sabah ME students' perception towards the business interest in Small Medium Enterprise (SME) which are seen to provide new adoption for sustainable income resources for the communities.

Problem statement:

According to the researcher, many of the educated with a degree qualifications proved that there are still 30,000 unemployed after 6 months convocation. 70% of Malaysian graduates are jobless. Due to this concerns, this paper aims to identify major factors influencing Sabah minority ethnic favorable in the entrepreneurialism business interest (MEEBI). Malaysia's world class education system, CPI stating that Government spent RM500 million in education. But, surprisingly, the quality of Malaysia's education standard is questionable which appears to have unemployable graduate with 90% of them bumiputera or ethnic. The increasing unemployment rate among the graduates in Malaysia is a worrying trend. For many years, the issue cropped up since ages.

Higher education is no longer a symbol of career success and this may sound painful especially seeing the unemployment rate as below mentioned in July 2006, The Sun newspaper reported that the unemployment rate of public universities has reached

70%, whereas the private institutions recorded 26% and foreign graduates 34%. Many strategies and programs were introduced to promote the well-being of rural people ranging from agriculture, industrialization, public facilities, infrastructure to human and community development aims for continuous betterment of rural people. Currently, Malaysian Academy of SME and Entrepreneurship Development (MASMED) is actively doing many entrepreneurial activities to the Bumiputera in order to initiate more entrepreneurs in the future. However, there is less participation from the (FBM) Faculty Business Management UiTM Sabah and UMS students in the entrepreneurship activities. But, surprisingly, Sabah still lagging behind comparing to the other states in Malaysia. Thus, this research explores the demographic profiles (DP) variables, social norms (SN), attitude (A), self-efficacy (SE), business management skills (BMS) and product attractiveness (PA) as mediator which will influence the minority ethnic entrepreneurialism business interest (MEEBI) among the students in UiTM Sabah and UMS.



Fig. 1: Graduates Photo During Convocation.

Name Of University (Malaysia)	Number Of Graduates Unemployed	Employment Rate
Universiti Teknologi MARA (UiTM)	3,278	16.2%
Universiti Utara Malaysia (UUM)	1,532	7.6%
Universiti Teknologi Malaysia (UTM)	1,147	5.7%
Universiti Pertanian Malaysia (UPM)	919	4.5%
Universiti Kebangsaan Malaysia (UKM)	971	4.8%

Fig. 2: Unemployment Rate Among The Graduates University Students In Malaysia.

Research question:

1. What is the relationship with the demographic profiles (DP) affects the MEEBI students in UiTM Sabah and UMS?
2. What is the relationship with the social norms (SN) affects the MEEBI students in UiTM Sabah and UMS?
3. How is the relationship with the attitude (A) affects the MEEBI students in UiTM Sabah and UMS?
4. What is the relationship with the self-efficacy (SE) affects the MEEBI students in UiTM Sabah and UMS?

5. What is the relation with the business management skills (BMS) affects the MEEBI students in UiTM Sabah and UMS?

6. What is the relation with the product attractiveness (PA) as a moderating affects the MEEBI students in UiTM Sabah and UMS?

Research objectives & hypothesis:

There are several objectives of this research, which are specifically to:

1. Examine the relationship between the DP and MEEBI students in UiTM Sabah and UMS.
2. To identify whether SN are having significant relationship towards minority ethnic

entrepreneurialism business interest (MEEBI) among the students in UiTM Sabah and UMS.

3. To identify whether attitude (A) affects the minority ethnic entrepreneurialism business interest (MEEBI) among the students in UiTMSabah and UMS.

4. Examine the relationship between the self-efficacy (SE) and minority ethnic entrepreneurialism business interest (MEEBI) among the students in UiTM Sabah and UMS.

5. To understand whether business management skills (BMS) and product attractiveness(PA) are having significant relationship towards minority ethnic entrepreneurialism business interest(MEEBI) among the students in UiTM Sabah and UMS.

6. To ascertain the product attractiveness (PA) relationship with minority ethnic entrepreneurialism business interest (MEEBI) among the students in UiTM Sabah and UMS.

The constructs of ethnic entrepreneurship (EE) and education towards the minority ethnic entrepreneurialism business interest (MEEBI), the definition for level of significance for regression weight, the probability of getting critical ratio as large 37.237.

Hypothesis 1:

H⁰ – There is positive relationship between DP and MEEBI among the students in UiTM Sabah and UMS.

H1-Since beta is not zero correlations, between the DP and MEEBI is significant relationship at 1.000 and effects the other independent variables.

Hypothesis 2:

H⁰ - There is a positive relationship between SN, PA and MEEBI among the students in UiTM Sabah and UMS.

H2-Beta is not zero, there is a constant and stable relationship between the SN, PA and MEEBI

Hypothesis 3:

H⁰ - There is a positive relationship between A and MEEBI among the students in UiTM Sabah and UMS.

H3- Since beta is not zero, which is 0.375, there is a positive relationship between A and MEEBI, PA and SN.

Hypothesis 4:

H⁰ - There is a positive relationship between SE and MEEBI among the students in UiTM Sabah and UMS.

H4- Since beta is not zero, there is a positive relationship between SE and MEEBI in the causal effect cross tabulation, the standard deviation is 2.42864.

Hypothesis 5:

H⁰ - There is a positive relationship between BMS and MEEBI among the students in UiTM Sabah and UMS.

H5- Since beta is not zero, there is a positive relationship between BMS and MEEBI in the cross tabulation, the standard deviation is 3.34942.

Hypothesis 6:

H^{ve} - There is a negative relationship between PA and MEEBI among the students in UiTM Sabah and UMS.

H6- Since beta correlation model shows zero (0.000), the hypothesis testing for causal effect of PA–MEEBI is negatively relationship between the other variables too.

Literature review:

Since, there are numerous graduates unemployed in Malaysia due to intensely competitive with war of talent. In line with this unsolved problem, Malaysia's world education system appears to have not employed which indicated in the report, 90% of Bumiputera ethnic not marketable as an employee. Due to this unfavorable situation, graduates should realized that once they finished their studies they should not expect career success during this recession time especially the market industries are intensely competitive. With greater mobility and ethnic entrepreneurship role in economic development, according to Wei Li (2007) research study, people of today's generation are shifting their personal talent interest into entrepreneurship. Hence, it is very important to encourage more potential entrepreneurs during early childhood development, primary school, secondary school and university years. By understanding the factors that initiates minority ethnic entrepreneurialism business interest (MEEBI) and the entrepreneurial process knowledge will create good product attractiveness (PA) which influenced the minority ethnic (ME) graduates becoming an entrepreneur who are reliable and capable in managing the business activities.

The researcher suggests that due to business discrimination in the labour market, it is important that minority ethnic (ME) entrepreneurs are given weekly group clustering meeting opportunity and financial credit management resources monitoring them continuously to positively influence them becoming an entrepreneur. As the results finding shows that the majority of the minority ethnic (ME) determination are favorable to create business in the future will be depending on the availability of resources. However, only few of the research examined the natural entrepreneurial tendency of university students to behave in becoming future entrepreneurs. Therefore, this research will be focusing on the ethnic entrepreneurship (EE) relating to the 280 students in UiTM Sabah and UMS. Prior

to the related journal, entrepreneurship was detected as one of the career choices for retired baby boomers.

Likewise Pio (2010) research, EE is meant to indicate the business by individuals whose ethnicity is different from majority host or receiving country. Different ethnics will have different perceptions towards the entrepreneurial intentions and also succeed in their own ways. However, with many aspects of ethnicity, some competition with the other group exists especially when individuals have achieved good socio economic status, their full acceptance and equality is blocked. Hence, it is often that the visible diversity discriminators such as skin colour and accent, which become the foreground and source for evaluations of an individual. Thus, resulting to a different perceptions towards the MEEBI.

This study area also tries to observe attitude (A) of future entrepreneur to ensure their business sustainability by changing their perception to become an entrepreneur who have high self-efficacy (SE). This characteristic helps the people to achieve their minority ethnic entrepreneurialism business interest (MEEBI). Furthermore, as nowadays a high performance organization needs a strong leader commitment to explore innovative thinking. Thus, entrepreneurship clustering syllabus aims to interrelate with the business management skills(BMS) and product attractiveness (PA) benefits effects in relations of managing business performance either in public and corporate organizations. Due to the absence of cognitive thinking expertise and other human's morale will lead to a lack of emphasis on operations efficiency and future planning.

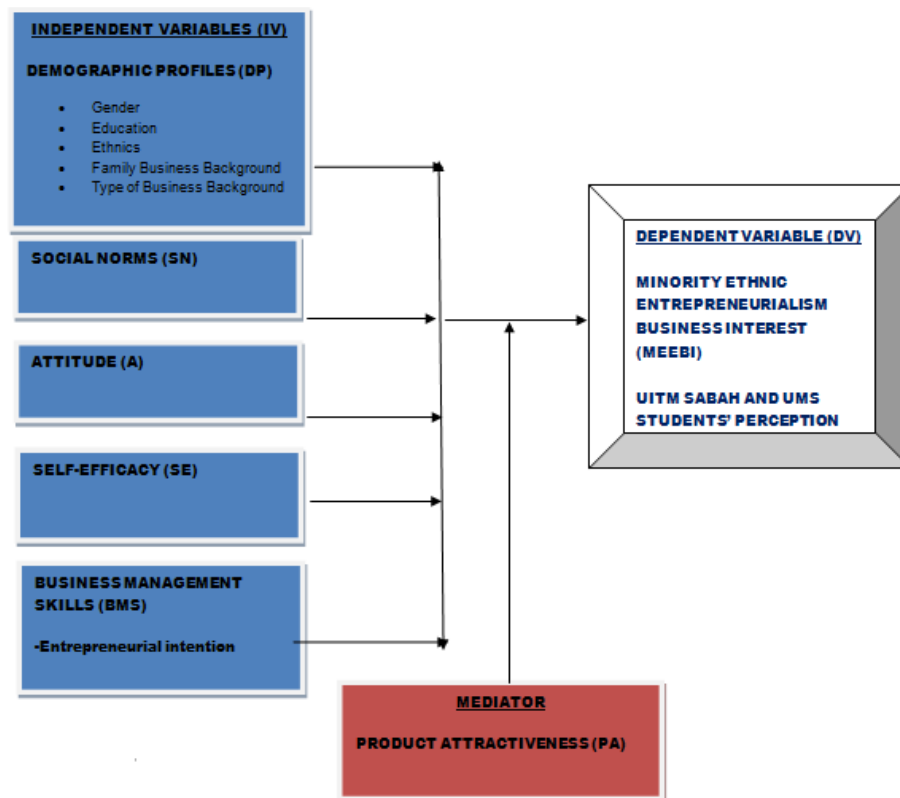


Fig. 3: Framework - Independent Variables (DP+SN+A+SE+BMS), Mediator variable (PA), Dependent Variable (MEEBI)

Research framework and methodology:

The research framework explains the role of ethnic entrepreneurship as stated in Chen and Chen (1998) research study. The contributing reasons for furthering this entrepreneurship development as a research study is to further explore the effectiveness of ethnic entrepreneurship daily or monthly clustering syllabus as a powerful human capital development especially in minimizing the number of graduates unemployment rate. Therefore, this will increase the economic growth of Sabah GDP and

income per capita through various entrepreneurial process establishment.

Obviously, in human resource management perspectives, the ethnic entrepreneurship(EE) cluster group members program starts from recognizing, identification, venturing, exploitation, collaborating, restructuring, developing and transformational which are able to improve their critical part in the decision making. This determine the importance of cognitive thinking conversion into business conceptual mind mapping strategy. However, in this study, the (DV)

dependent variable is minority ethnic entrepreneurialism business interest (MEEBI). Meanwhile, the (IV) independent variables that have been identified for this study are demographic profiles variables (DP), social norms (SN), attitude (A), self-efficacy (SE), and business management skills (BMS). The moderator variable effects of product attractiveness (PA) symbolic attributes and entrepreneurs' personality and customer's evaluation of a new product and how these effects envisioned benefits to the entrepreneurial process thereby

increasing the product sales growth especially in retaining loyal customers. The scope of study for this research is focusing on the minority ethnic (ME) in University Technology MARA (UiTM) Sabah and UMS. Researchers are motivated to attempt to determine the relationship between the DV called minority ethnic entrepreneurialism business interest (MEEBI) selected randomly from the faculty semester student lists year 2014 and selected purposive sampling from the expert entrepreneur who take part-time studies.

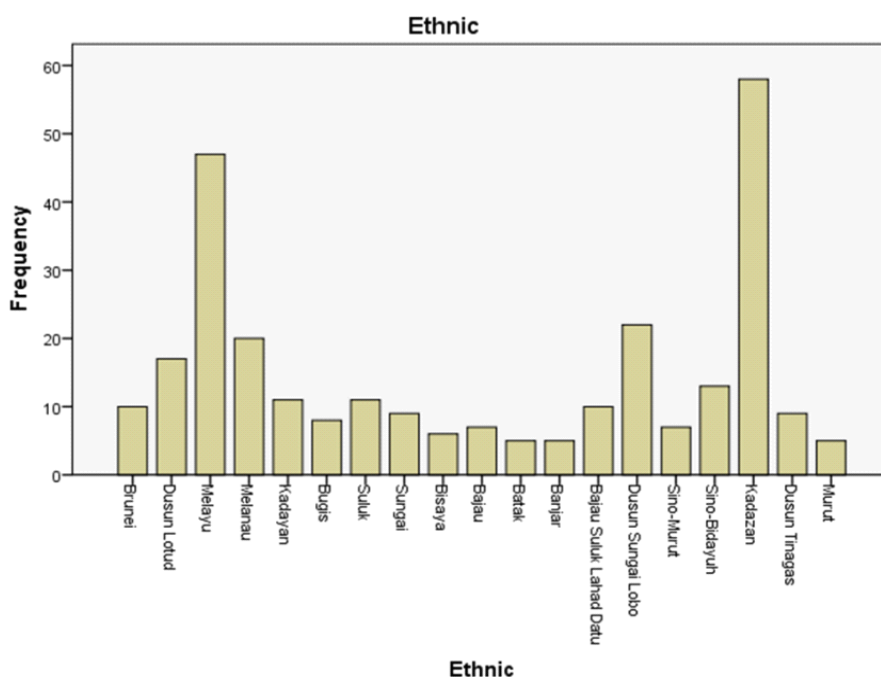


Fig. 4: Sabah Ethnic Graph Histograms Frequency of Respondent's Ethnic.

Majority of the respondents who answered the questionnaires were Kadazan Bumiputera ethnic in Sabah which is 58 (20.7%) respondents, followed by Melayu which is 47 (16.8%) and then Dusun Sungai Lobo which is 22 (7.9%).

Cross-tabulation analysis:

From the findings, female who are aged 36-45 years old, from ethnic group of Dusun Tinagas and working in the telecommunication more influenced by the product attractiveness as a product endorser. Meanwhile, male who are aged 35-45 years old from Kadazan ethnic and working in the University or Government which are more influenced by the product attractiveness and business skills management lead to business success with variance .112 and skewness 7.808.

Reliability:

The Cronbach's Alpha value is 0.344 with 7 numbers of items that represent this variable. This value of Cronbach's Alpha means that the reliability is moderately good as each item is correlated to one another.

Descriptive analysis:

Descriptive statistic such as minimum and standard deviation were obtained for interval scaled independent and dependent variables. This study were measured on a five likert scale the range mean is 0.78 to 8.7361. The highest mean is ethnic DP which is 9.8214 followed by SN with the favorable statement entrepreneurship courses at my university prepare people well for an entrepreneurial career shows a positive result to MEEBI which is mean 3.8000 and std deviation 0.69303. Meanwhile, A relationship shows result mean 8.7361. Whereas and the lowest mean is PA 1.18931 and BMS at 1.0500.

Regression analysis:

In this study, regression analysis resulted that ethnic entrepreneurship and education resulted paired samples correlations 0.140 which are significant positively relationship towards MEEBI. In this research all the positive value shows direction of the relationship two variables covary in the same direction. Meanwhile, the negative value signed the two variables covary in the opposite direction. Apart from that, the 0.00 states insignificant relationship

but however, the table shows that the variable is significant since the value is 0.05 and the research result consistent in the involvement of 280 respondents.

T-test analysis:

Based on T-Test pair, the causal effect SN on statement "Being an entrepreneur more advantages than disadvantages to me" showed positive relationship towards MEEBI due to Mean T-Test is not zero which is 3.8172. The causal effect on statement "More entrepreneurial and business educational programmes in my neighborhood area had influence me to start businesses resulted Mean T-Test at 3.7491. This two tests implies that ME respondents are responsive to entrepreneurship career development provided ME is having right business guidance, more business exposures, encouragement and education.

Hypothesis analysis:

The hypothesis analysis shows the significant of each variable are positive relationship with the dependent variable. Below are hypothesis for every variable. PA Tests null hypothesis that the error variance of the dependent variable is equal across the groups weighted least squares regression – weighted by type of business (Adjusted R Squared).

The hypothesis causal effects BMS1 with statement of "My professional goal is becoming an entrepreneur. The likelihood that individual in a country undertake entrepreneurship is positively influenced by effective constraints on the arbitrary power of the Government or positively because mind power of good at" had resulted Strongly Disagree 6 (2.1429%) ME respondents, Disagree 17 (6.07143%) ME respondents, Neither Disagree or Agree 88 (31.4386%) ME respondents, Agree 141 (50.3571%) ME respondents and Strongly Agree 28 (10%) ME respondents.

Statement testing on MEEBI1 "I am determined to create a business in the future. Interest is increasing at high schools, colleges and universities. Distinguishing between of entrepreneurial ventures and small business entrepreneurships had resulted Strongly Disagree 1 (0.3571%) ME respondents, Disagree 13 (4.6429%) ME respondents, Neither Disagree or Agree 74 (26.4286%) ME respondents, Agree 159 (56.7857%) ME respondents and Strongly Agree 33 (11.7857%) ME respondents.

MEEBI2 hypothesis analysis effects with statement "I will make every effort to start and run a firm in the future" had resulted Disagree 15 (5.3571%) ME respondents, Neither Disagree or Agree 70 (25%) ME respondents, Agree 164 (58.5714%) ME respondents and Strongly Agree 31 (11.0714%) ME respondents. MEEBI3 testing statement "If I had opportunity and resources, I'd like to start a business" showed a result Strongly Disagree 3 (1.0714%) ME respondents, Disagree 6

(2.1429%) ME respondents, Neither Disagree or Agree 55 (19.6429%) ME respondents, Agree 163 (58.2143%) ME respondents and Strongly Agree 53 (18.9286%) ME respondents.

Explore analysis:

FOBDP2 hypothesis causal testing indicates that statement "Family business make me more confident to be an entrepreneur" resulted Strongly Disagree 8 (2.8571%), Disagree 20 (7.1429%), Neither Disagree or Agree, 75 (26.7857%) ME respondents, Agree 139 (49.6429%) ME respondents, Strongly Agree, 38 (13.5714%) ME respondents. FOB5 hypothesis causal testing towards MEEBI shows a Strongly Disagree 9 (3.2143%) ME respondents, Disagree 8 (2.8571%) ME respondents, Neither Disagree or Agree, 78 (27.8571%) ME respondents, Agree 154 (55%) ME respondents, strongly Agree 31 (11.0714%) ME respondents with the statement of "Family business attract me to be an entrepreneur". The causal effect of SN with statement of "There is a well-functioning Government or Company or Ethnic Association or University's training and financial infrastructure to support the start-up of new firms" towards MEEBI indicated a strongly disagree 3 (1.07%) ME respondents, Disagree 13 (4.6%) ME respondents, Neither disagree or agree 93 (33.21%) ME respondent, Agree 146 (52.14%) ME respondents and Strongly Agree 25 (8.9%) ME respondents. This resulted that ME are positively influenced with entrepreneurship if they are given a clearer business financial assistance with flexibility systems on financial start-up for their new venture, majority of ME interested becoming an entrepreneur.

The hypothesis causal effect testing between A1 and MEEBI with statement of "A career as entrepreneur would represent great satisfaction to me" showed a strongly disagree 1 (0.3571%) ME respondents, Disagree 12 (4.2857%) ME respondents, Neither disagree or agree 72 (25.7143%) ME respondents, Agree 145 (51.7857%) ME respondents, and Strongly Agree 50 (17.8571%) ME respondents. A4 testing with statement "I personally consider entrepreneurship to be a highly desirable career alternative for people with my education" indicated a result with strongly disagree 3 (1.0714%) ME respondents, Disagree 12 (4.2857%) ME respondents, Neither disagree or agree 86 (30.7143%) ME respondents, Agree 133 (0.475%) ME respondents, and Strongly Agree 46 (16.4286%) ME respondents. For SE2 hypothesis causal effect statement of "I excel at identifying opportunities" resulted Strongly Disagree 5 (1.7857%), Disagree 30 (10.7143%) ME respondents, Neither disagree or agree 92 (32.8571%) ME respondents, Agree 128 (45.7143%) ME respondents, and Strongly Agree 25 (8.9286%) ME respondents. SE5 effects statement of "I have the skills and capabilities required to succeed as an entrepreneur. Effective entrepreneurship

leadership skills development of weak ties with ME, individuals, organizations enclave has a positive effect on opportunities growth outside” Strongly Disagree 3 (1.07143%) ME respondents, Disagree 13 (4.6429%) ME respondents, Neither disagree or agree 88 (31.4286%) ME respondents, Agree 158 (56.4286%) ME respondents, and Strongly Agree 46 (16.4286%) ME respondents.

Based on Anti-image matrices and communalities shown that variables of gender, age, ethnic, education, family own business and type of business are correlated positively towards the MEEBI or creating entrepreneurial intention to open new business opportunities after following through numerous entrepreneurial activities organized by the government, organization, association or university. The changes in social trends have altered the people’s perception and businesses behave and how they set their priorities. Entrepreneurship education enable students capable in identifying opportunities to recognize problems and solutions leads to positive attitude that transforms people’s lives in Sabah which

leads the respondents choose “Agree” as a highest analysis rating phase in this study.

Meanwhile, the finding results of Chi-Square Tests analysis asympstd error 0.016 towards MEEBI have enabled the research study to identify the relationship between IV variable portrays the importance of unified gender equality instead of disparity, maturity age with education exposure, family own business (FOB) exposure which leads to positive relationships with the DV variable which is MEEBI decision to be an entrepreneur venturing into new business opportunity. The likelihood ratio indicated in Chi-Square Tests probability result, we concluded that there is a positive relationship between the 5 independent variable with mediator variable which became the influencing factors or indicators towards the MEEBI students’ perceptions in UiTM Sabah and UMS. PA1 testing analysis with statement of “Product Attractiveness Is A Key Indicator Influencing In The Brand Attributes For Business Growth And Sustainability” had resulted upper BCa 95% confidence interval standard deviation mean at 0.84 and variance 0.219.

		Gender	Occupation	Ethnic	Age	Self-Efficacy is when entrepreneurs are typically trying something new, the failure rate associated with their strong belief efforts.	Product Attractiveness Is Important?	Business Skills Management will lead to success in your business?
N	Valid	280	280	280	280	280	280	280
	Missing	0	0	0	0	0	0	0
Mean		1.5071	2.6750	9.8214	2.9893	4.3750E+000	1.1893E+000	1.0500E+000
Std. Error of Mean		.02993	.10813	.36468	.10811	1.45139E-001	2.79363E-002	2.00166E-002
Median		1.5071 ^a	2.3163 ^a	9.6154 ^a	2.8023 ^a	3.9078E+000 ^a	1.1697E+000 ^a	1.0289E+000 ^a
Mode		2.00	1.00	17.00	1.00	4.00E+000	1.00E+000	1.00E+000
Std. Deviation		.50084	1.80940	6.10220	1.80895	2.42864E+000	4.67464E-001	3.34942E-001
Variance		.251	3.274	37.237	3.272	5.898	.219	.112
Skewness		-.029	1.213	.007	.667	3.929	3.127	7.808
Std. Error of Skewness		.146	.146	.146	.146	.146	.146	.146
Kurtosis		-2.014	1.144	-1.662	.021	15.490	12.807	64.263
Std. Error of Kurtosis		.290	.290	.290	.290	.290	.290	.290
Range		1.00	7.00	18.00	9.00	1.50E+001	3.00E+000	3.00E+000
Minimum		1.00	1.00	1.00	1.00	2.00E+000	1.00E+000	1.00E+000
Maximum		2.00	8.00	19.00	10.00	1.70E+001	4.00E+000	4.00E+000
Sum		422.00	749.00	2750.00	837.00	1.22E+003	3.33E+002	2.94E+002
Percentiles	10	. ^{b,c}	. ^{b,c}	2.2969 ^c	. ^{b,c}	2.6667E+000 ^c	. ^{b,c}	. ^{b,c}
	20	.	1.0680	3.1642	1.2143	3.1336E+000	.	.
	25	1.0071	1.2585	3.5821	1.4365	3.2627E+000	.	.
	30	1.1071	1.4490	4.0000	1.6587	3.3917E+000	.	.
	40	1.3071	1.8299	6.3158	2.1512	3.6498E+000	.	.
	50	1.5071	2.3163	9.6154	2.8023	3.9078E+000	1.1697E+000	1.0289E+000
	60	1.7071	2.8878	13.4375	3.4149	4.1935E+000	1.3718E+000	1.2310E+000
	70	1.9071	3.4245	15.4500	4.0119	4.4946E+000	1.5740E+000	1.4332E+000
	75	.	3.6887	16.2394	4.3452	4.6452E+000	1.6751E+000	1.5343E+000
	80	.	3.9528	16.6338	4.6786	4.7957E+000	1.7762E+000	1.6354E+000
90	.	4.8793	17.4478	5.5472	6.8367E+000	1.9783E+000	1.8375E+000	
a. Calculated from grouped data.								
b. The lower bound of the first interval or the upper bound of the last interval is not known. Some percentiles are undefined.								
c. Percentiles are calculated from grouped data.								

Fig. 5: Explore Regression Correlations, Standard Deviation & Variance Analysis from Group of Data.

Conclusions:

Since, numerous research study pertaining to youth unemployment this can be classified that Sabah less effective in term of source of labour which carried out burden implication and affecting the GDP and inflation rate. The researcher can conclude that there is no gender disparity DP which they are more open to new business opportunities in the entrepreneurship career as well as seeking for equality liberation transformational leadership. Based on the study, there are a few recommendations made by the researcher.

First, the researcher recommended that Government, organization, association, Private Colleges and University to really emphasize the importance of having entrepreneurship education so that more young entrepreneurs are able to improve their life economies as well as their marketing skills and SMART strategy. This probably working together with Google or Amazon Skype to educate more on technological entrepreneurship with interesting business model to the younger generation as part of the entrepreneurship education. Next, University students should try to expand their entrepreneurialism business interest not only locally but also internationally, since nowadays there is numerous business opportunities and funding provided by the MARA, MEDEC, SEDIA, AZAM, Tunas Mekar and other SME ethnic association which subsidized by the Private Banking or Government. Although, it is easy for our local minority ethnic to open a new company venture in their entrepreneurial activities internationally and locally but still the researcher found out that the graduates and local entrepreneurs are not clear with the financial credit access and mismanagement barriers which demotivating the younger generation to materialize the business succession. Thus, with and EE transformational leadership development and continuous financial support should be given prioritized to develop on entrepreneurship talent ability that will improve their life well-being even though they are facing critical financial risk liabilities. The researchers analyzed that UiTM Sabah and UMS graduate students need continuous EE clustering syllabus either on daily or monthly basis with BMS exposure to build in their inner-self confidence. Therefore, EE transformational business leadership development will convert their perception towards entrepreneurship reliability and validity. Finally, the future business leader begins from the younger age, Sabah Government, UiTM Sabah and UMS should be more open introduce something new as part of entrepreneurship education for early childhood education targeting school-aged children two to three hours. For example one study in rural area in India, Kiran LED introduce solar-powered portable LED light that replace kerosene and sold for a U.S. equivalent of about \$25 which is a popular device now. One strategy that has worked

well is to employ “rural entrepreneurs” promoting the 36 ethnic consistently not only during the month of festive season. The uniqueness on art recycle goods transformation, languages, home stay accommodation, local songs, costumes, music, handicrafts and food dish, transform them into creative production incubation collaborating with SIRIM turn it into international packaging commercialization. In order for these local products to be well-known, the media advertising and sales appeals extends the generic chain value with the product development improvement and modification.

This builds new strategic alliances and collaborations with Sabah Tourism promoting the tourists and local travelers with the diversification of destination and core products benefits “Ikan Goreng Tamanung”, “Rendang Ketupat” “Bambangan” and “Kuhau” “Kari pap” “Less oily healthy food” for example. Additionally, the local rural and suburban people instead of immigrants. Hiring a local people create safety benefits less hazard and they are talented who know the local customs, people and language, must be employed to sell its product on a salaried and commission basis. Concurrently, the Chinese tribes in China, Korean and Japanese ethnic have proven this marketing strategy works well improving their rural area economy.

Researcher should explore further the critical path on entrepreneurship development in Sabah. The researcher believed that government funding should be segregate well on income tax and GST claim back like Australia government did. Government should be more innovative and lessen the biased decision making in their financial credits assistances, reducing the tax and GST burden to the local entrepreneurs and look into equitability and fairness comparing to the unrecorded immigrants business like “rombengan” or “flea market” communities, they are making more profit but not taxable. Finally, Government should re-focus in term of restructuring the succession planning collaborating with more pre-school, primary school, secondary school, public and government university, NGOs and microfinance organizations to fully support the entrepreneurship cluster programs implementations by using English as mode of vocational teaching. Strengthening the ethnic entrepreneurship is a necessity in Sabah.

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