

---

**Proceeding Medan International Conference Economics and Business**

---

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the era of society 5.0"

**Antecedent factors of Entrepreneurial Business success in Post-Covid 19****Junaidah Hanim Ahmad<sup>1\*</sup>, Siti Dalina Tumiran<sup>1</sup>, Maheran Zakaria<sup>1</sup>**<sup>1</sup>Faculty of Accountancy, Universiti Teknologi Mara Kelantan Branch, Malaysia.**Email:** [jun372@uitm.edu.my](mailto:jun372@uitm.edu.my)**ABSTRACT**

This study aims to propose a framework of antecedent factors of entrepreneurial business success. The proposed factors are to explain the underlying constructs that lead to entrepreneurial business success. The study begins by highlighting the predicaments faced by entrepreneurs in pursuit of success. Next, it reviews the theory and prior literature before formulating the framework and developing hypotheses. The study proposes four factors namely self-efficacy, digitalization, social support and passion for work. Despite the fact that several frameworks have been developed, they are less likely to simultaneously focus on those four predicted variables. Additionally, prior framework proposed by previous studies are less likely to consider the impact of Covid-19. Thus, the proposed framework will assist business owners, academics, policy makers, and poverty eradication agencies in formulating strategies and interventions to end poverty and improve sustainability of entrepreneurial businesses in post-Covid19.

**Keywords:** Business Success Factors, Digitalization, Passion for Work, Self-Efficacy, Social Support

---

**Proceeding Medan International Conference Economics and Business**

---

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the era of society 5.0"

**INTRODUCTION**

Entrepreneurship is expanding at an exponential rate worldwide, providing jobs and enhancing nations' economic prospects. Many governments, particularly those in emerging economies, have included entrepreneurship in their effort to end poverty. To enable disadvantage groups to become entrepreneurs, many governments assist them through financial and non-financial supports. Among the benefits of being an entrepreneur is the ability to generate own income, which would enable the person to improve his/her economic and non-economic status to a more respectable level.

Micro, small, and medium-sized businesses are three different categories of entrepreneurs (MSMEs). MSMEs make up the bulk of businesses worldwide, and they are important to both the local and global economy. According to Malaysian SME Corporation, micro business owners are people who operate a very small business with fewer than five full-time employees or its annual sales is below RM300,000 (SME Corporation Malaysia). Micro business owners gain various benefits because of their modest size. Besides, due to low capital and expertise requirements, the businesses are relatively simple to establish. The structure of the business is adaptable and can align in a variety of economic areas. Additionally, proprietors frequently have close relationship with their clients and react fast to the needs of the market and their clients.

However, due to the small size of the business, micro entrepreneurs are more susceptible to economic crisis. Thus, many businesses, particularly those in the start-up stage, fail even with government assistance. Only 10% of the businesses founded by entrepreneurs sustain (Phonthanukitithaworn et al., 2019). Accordingly, a common issue with new enterprises is their high dissolution rate, where only 50 out of every 100 start-ups survive after three years (Schröder et al., 2021). To date, the Covid-19 pandemic has had a negative impact on the business of micro entrepreneurs. In Malaysia, 2 million people became jobless as a result of the movement control order imposed by the government to prevent the spread of the virus, and over 40% of micro businesses are shutting down (Bernama, 2021). According to earlier studies, micro entrepreneurs typically have a lower success rate than larger businesses, particularly due to lack of resources and talented management. Because of this, they are unprepared for such disturbances and are not ready to deal with any turbulence (Bartik, et al., 2020; Lussier & Pfeifer, 2021).

The earlier mentioned phenomena have subsequently drawn the attention of many academics and researchers who are trying to come up with novel answers as to what lead micro entrepreneurs to succeed (Phonthanukitithaworn et al., 2019; Radzi et al., 2017). Numerous theories, models, and elements have been put up to date in an effort to forecast SMEs' success in business. However, there are no agreed upon answers, and the results are still inconclusive. Furthermore, insufficient attention has been paid to micro business owners thus far. Indeed, small and micro enterprises may have different success models (Lussier & Pfeifer, 2021). In fact, those models are less likely to emphasise how one's life has changed as a result of a new normal era. Therefore, this study aims to present a framework for antecedent factors of business success for micro entrepreneurs that is pertinent in order to at least partially fill the gap.

Prior to formulating hypotheses, the paper delves on to review the literature. Next, it creates a model of business success for a micro entrepreneur before concluding with a closure.

---

**Proceeding Medan International Conference Economics and Business**

---

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the era of society 5.0"

**LITERATURE REVIEW****Social Cognitive Theory**

Bandura (1986) introduced the Social Cognitive Theory. This theory suggests a model for predicting variations in individual achievement or attitude. It defines individual behavior as the result of an interplay between internal (cognitive, emotional, and physiological processes) and external factors (environment). The theory consistently predicts behavioural or performance outcomes and has been used as a model by earlier entrepreneurial studies. In line with earlier studies, this study employs the Social Cognitive Theory as an underlying framework to envision and create a model of individual performance for the business success of micro entrepreneurs.

**Micro Entrepreneurs' Business Success**

The act of starting a new business that offers products and services besides new job prospects is known as entrepreneurship. According to Zakaria & Nordin (2020), the success of an entrepreneur's business will have a tremendous positive impact on the economy and society either at national or international level. Thus, the participation from small and middle enterprise is crucial for the economy to expand (Battilana & Casciaro, 2012). Indeed, different criteria have been used to determine micro business success. The basic definition is its ability to endure or continue in operation. However, earlier studies suggested that a number of criteria contribute to the micro entrepreneurial business's success. Amongst the criteria are personal traits including self-efficacy of the owner (Frese et al., 2007; Lex et al., 2020; Obschonka & Stuetzer 2017; Wiklund et al., 2009), social environment (Alzamel et al., 2019; Farooq et al., 2018; Molino et al., 2018), and digitalization (Afolayan et al., 2015; Radzi et al., 2017).

**Entrepreneurial Self-efficacy**

Entrepreneurial self-efficacy is the belief in one's ability to carry out the tasks necessary to achieve business efficiency. It is widely acknowledged as being essential in determining whether someone chooses to pursue entrepreneurial careers and entrepreneurial behaviour. Self-efficacy has been viewed by scholars as a common belief in one's capacity to understand the significance of possible tasks of any kind (Chen et al., 2001; Schwarzer et al., 1997) which serves as guidance in achieving the desired performance (Bandura et al., 1999).

Due to its potential to improve entrepreneurial motivation, purpose, actions, and performance, entrepreneurial self-efficacy has thus emerged in entrepreneurship research as a crucial psychological factor (Miao et al., 2017). Indeed, due to the growing influence of entrepreneurial thought and activity on successful entrepreneurial outcomes, entrepreneurial self-efficacy is becoming more significant to research on small business (Barbosa et al., 2007; Baron, et al., 2016; Gielnik et al., 2015; Lex et al., 2020).

**Self-efficacy and Entrepreneurial Business Success**

Self-efficacy relates to cognition state of mind that can influence one's confidence in their ability to carry out the various responsibilities and activities connected to with entrepreneurship (Cumberland et al., 2017). Therefore, those who possess a high sense of efficacy are more likely to succeed in numerous ways (Bandura, 1986). Bandura (1986) further asserts that the most important characteristic separating entrepreneurs with high and low levels of self-efficacy is the ability to swiftly recover from setbacks and persist in their actions. In other words, he persistently pursues for success.

---

**Proceeding Medan International Conference Economics and Business**

---

Volume 1, Year 2023

*"Entrepreneurship on Global Economics Development in the era of society 5.0"*

For successful performance, entrepreneurship requires resiliency, perseverance, and passion. Due to its potential to motivation and performance, entrepreneurial self-efficacy has become a crucial cognitive factor of business success. Additionally, possessing high level of self-efficacy can drive entrepreneur to focus on actions and thus boost his performance. In other words, a person's agentic behaviour to accomplish goals is started by their beliefs in their own efficacy.

According to empirical research, self-efficacy leads to successful performance (Khan et al., 2021; Nguyen et al., 2017; Palmer et al; 2019; Pihie & Bagheri, 2013; Suminah & Anantanyu, 2020). For instance, Pihie & Bagheri (2013) investigated the impact of 722 Malaysian university students' entrepreneurial self-efficacy on the success of their businesses. The findings indicated that students' self-efficacy has the biggest effect on their ability to succeed as entrepreneurs. Additionally, Nguyen et al. (2017) discovered that self-efficacy was a significant factor of business success. In Indonesia, Suminah & Anantanyu (2020) looked into how 304 female entrepreneurs' levels of self-efficacy affected their ability to succeed in business. They discovered a favourable connection between the factors, whereby self-efficacy is positively related with entrepreneurial success. Another study carried out by Khan et al. (2021) that looked at factors determining the performance of female entrepreneurs in Pakistan from 181 selected SMEs, also indicated similar results, in which a positive relationship between self-efficacy and business success. Thus, based on the Social Cognitive Theory, and prior research (Khan et al., 2021; Nguyen et al., 2017; Palmer et al; 2019; Pihie & Bagheri, 2013; Suminah & Anantanyu, 2020), the researchers put forth the following hypothesis:

**H1: The higher the entrepreneurial self-efficacy the more likely is the micro entrepreneurial business success.**

**Social Support**

To succeed, entrepreneurs need support from social group who are close to them. In common, the group consists of family and friends. They can provide support through financial and non-financial assistance. Financial assistance is by supporting entrepreneurs in monetary form, while non-financial support is by always being with them during their ups and downs. Thus, social support is crucial to motivate entrepreneurs towards their success (Cardon & Kirk, 2015). The social cognitive theory postulates that external circumstances could affect a person's performance achievement and behaviour. The social factors can foster a deeper understanding of the effects of external element that is social support on microentrepreneurs' business success, such as families and friends. The notion that the social support offer love, adoration, and support is prevalent for business success (Nguyen et al., 2017).

Even while the behaviours, beliefs, and performance of entrepreneurs have drawn a lot of attention, it is still unclear how they are developed and sustained, or how the social support might boost entrepreneurs' motivation and success (Baum & Locke, 2004; Bhansing et al., 2018; Carsrud & Brännback, 2011). However, many believe support from loved ones and friends can be a priceless nonfinancial element for success in business.

**Social Support & Entrepreneurial Business Success**

Entrepreneurs are those who operate in a social setting. Their achievement is greatly influenced by the social support of their family and friends. Social support has been identified as a key factor of entrepreneurial business success in numerous research (Alzamel

---

**Proceeding Medan International Conference Economics and Business**

---

Volume 1, Year 2023

*"Entrepreneurship on Global Economics Development in the era of society 5.0"*

et al., 2019; Farooq et al., 2018; Molino et al., 2018). For example, Alzamel et al. (2019) conducted a study on potential entrepreneurs in Saudi Arabia to assess the relationship between social support and entrepreneurial success. The findings showed a strong relationship between entrepreneurial business success and social support. This is similar to Farooq et al. (2018), who used the idea of planned behaviour theory to examine the relationship between social support and successful entrepreneurship among 381 business graduates. Results showed that social support has a beneficial impact on the success of entrepreneurial ventures. In a similar pattern, Molino et al. (2018) found a favourable correlation between social support and successful entrepreneurship. As a result, emphasising the social support may help us better understand how environmental elements may influence microentrepreneur's business success. Based on the above arguments, the researchers formulate the following hypothesis:

**H2: The higher the social support the more likely is the entrepreneurial business success.**

**Digitalization**

In fact, the Covid-19 pandemic is driving more consumers online and thus enhancing the adoption of e-commerce and digitalization. Digitalization will also improve business partnerships with current clients and foster more trust through mutual assistance, while discovering and utilising potential new clients. Even the adoption of digital technologies like social networking, digital marketing, electronic payments, and e-commerce varies between industries and businesses, it is essential for the survival and viability of MSMEs.

A small business can use a variety of digital platforms for internal and external communication. This is quite advantageous because it gives the company a thorough understanding of their surroundings. One of the most valuable digitalization is the ability to advertise to millions of individuals with just one button click. Numerous social networking websites, including Facebook, Twitter, Instagram, WhatsApp, and YouTube, are available for this. As a result, generating business and increasing awareness is simple.

With the help of computers and mobile devices, digitalization is a gateway to a tremendous amount of conveniently accessible information. Thus, the activities of the business are significantly impacted by digitalization. For example, it can speed up communication and enable effective information flow, both of which are crucial for entrepreneurial success. MSMEs should be adaptable to any uncertainties and economic vibrations because they are a part of the ecosystem of the digital economy and therefore must embrace, change, and innovate in digitalization capabilities in order to survive.

**Digitalization & Entrepreneurial Business Success**

In fact, a modest business can efficiently reach a wider spectrum of clients even by utilising at least basic digitalization tools and platforms. Therefore, using contemporary technology for greater customer satisfaction and communication is even more essential for microenterprise owners. The importance of digitization in the success of a small start-up has been recognised in several research (Phonthanukitithaworn et al., 2019; Radzi et al., 2017; Afolayan et al., 2015; Raymond & Bergeron, 2008).

Afolayan et al. (2015) investigated the link between digitalization and the success of entrepreneurial businesses in Lagos, Nigeria. A total of 161 Nigerian businesses participated in the survey. The researchers found a strong connection between the variables, showing that entrepreneurship was more likely to succeed if it used more digitalization in the business

---

**Proceeding Medan International Conference Economics and Business**

---

Volume 1, Year 2023

*"Entrepreneurship on Global Economics Development in the era of society 5.0"*

venture. Phonthanukitithaworn et al. (2019) looked at the success factor for online business owners in Thailand. Based on responses from 180 internet users, they discovered that social media advertising contributes significantly to business success.

Radzi et al. (2017) carried out a study to identify factors that will contribute to entrepreneurial business success. A total of 199 small business owners participating in Malaysia's Federal Land Development Authority (FELDA) scheme participated in a survey. Employed Smart PLS analysis, the findings showed that adoption of digitalization was related with small and microbusiness success.

Similarly, Raymond & Bergeron (2008) examined how small Canadian business owners used digitalization and how well their businesses performed. The results showed that business outcomes in terms of growth, productivity, and financial performance increased as business usage of digitalization increased. Although practically significant, adoption of digitalization in micro-entrepreneurial research has seldom been investigated. Therefore, it is postulated in this study, following the social cognitive theory and earlier research, that:

**H3: The higher is the digitalization, the more likely is the entrepreneurial business success.**

**Passion for Work**

Entrepreneurs who are enthusiastic or passionate with their work will maximise their effort to the fullest to achieve the desired results. They are more likely to see their entrepreneurial endeavours as an integral part of who they are, and as a result, invest more time and effort into making sure they are successful (Forest et al., 2012). Because it requires strong love and affection to become an entrepreneur, passion for one's work is the most valuable phenomenon in the phase of entrepreneurial success (Cardon & Kirk, 2015; Cardon et al., 2009).

**Passion for Work & Entrepreneurial Business Success**

Prior research has demonstrated beneficial relationships between passion for work with business success. For example, Cardon & Kirk (2015) found that passion for work is related with business success among 129 entrepreneurs. Likewise, 137 German entrepreneurs' business performance was shown to be influenced by a number of factors, including risk-taking, self-efficacy, and work passion. In addition, Spehar et al. (2016) discovered that work passion influences the success of 278 Norwegian small businesses. Lex et al. (2020) also supported the importance of passion on entrepreneurship success by using a self-regulation perspective. The study hypothesizes the following in accordance with Social Cognitive Theory and earlier research (Cardon & Kirk, 2015; Lex et al., 2020; Obschonka & Stuetzer, 2017; Spehar et al., 2016):

**H4: The higher the passion for work the more likely is the entrepreneurial business success.**

**ANTECEDENTS FACTORS OF ENTREPRENEURIAL BUSINESS SUCCESS**

Building from social cognitive theory and prior literature, the current study presents a model of entrepreneurial business success that conceptualises interactions between the suggested variables. Figure 1 indicates the model for the proposed study.

## Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the era of society 5.0"

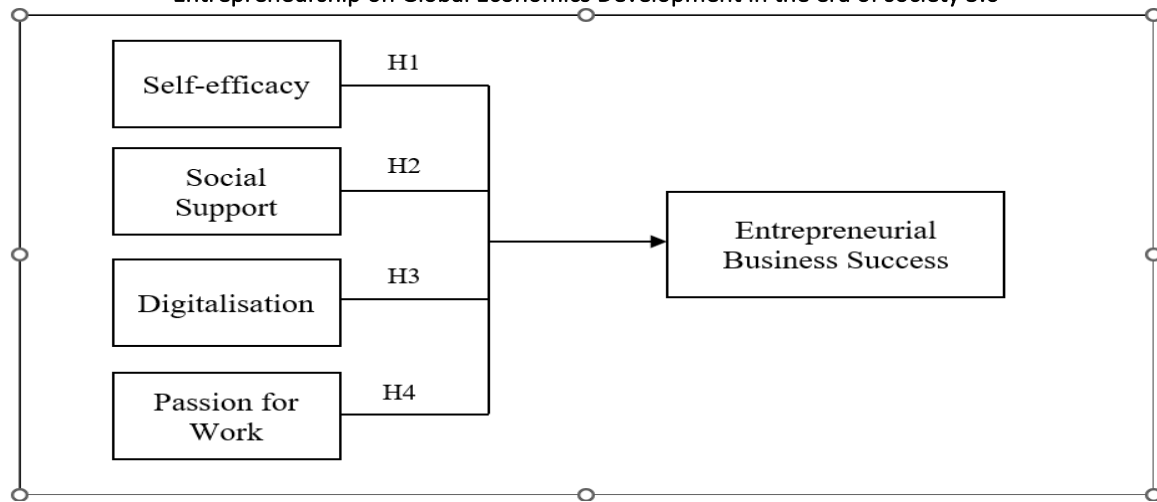


**Figure 1.** Antecedent factors of entrepreneurial business success

### CONCLUSION

This conceptual paper is intended to propose a framework that would predict success factors of entrepreneurial business, particularly micro businesses, in post-Covid 19 era. Based on the Social Cognitive Theory and prior literature, four factors have been identified for further study, namely self-efficacy, social support, digitalisation, and passion for work. Accordingly, four hypotheses have been developed to be tested. It is hoped that the testing of hypotheses would prove the relationship between each of the factors and entrepreneurial business success. This would expand the existing literature on entrepreneurship and practically, would assist relevant parties in designing suitable intervention programs to improve the success rates of the micro entrepreneurs.

### REFERENCES

- Afolayan, A., Plant, E., White, G. R., Jones, P., & Beynon-Davies, P. (2015). Information technology usage in SMEs in a developing economy. *Strategic Change*, 24(5).
- Alzamel, S., Nor, M. N. M., Omar, S. B., & Mohammed, M. M. (2019). The mediation role of resource accessibility between perceived social support and e-Entrepreneurial intention of female students in Saudi Arabia. *Journal of Technology Management and Business*, 6(3).
- Bandura, A. (1986). *Social foundations of thought and action*. Englewood Cliffs, NJ, 1986(23-28).
- Bandura, A., Freeman, W. H., & Lightsey, R. (1999). *Self-efficacy: The exercise of control*. ed: Springer
- Barbosa, S. D., Gerhardt, M. W., & Kickul, J. R. (2007). The role of cognitive style and risk preference on entrepreneurial self-efficacy and entrepreneurial intentions. *Journal of Leadership & Organizational Studies*, 13(4), 86-104.
- Baron, R. A., Mueller, B. A., & Wolfe, M. T. (2016). Self-efficacy and entrepreneurs' adoption of unattainable goals: The restraining effects of self-control. *Journal of business venturing*, 31(1), 55-71.

---

**Proceeding Medan International Conference Economics and Business**

---

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the era of society 5.0"

- Bartik, A. W., Bertrand, M., Cullen, Z., Glaeser, E. L., Luca, M., & Stanton, C. (2020). The impact of COVID-19 on small business outcomes and expectations. *Proceedings of the national academy of sciences*, 117(30), 17656-17666.
- Battilana, J., & Casciaro, T. (2012). Change agents, networks, and institutions: A contingency theory of organizational change. *Academy of Management Journal*, 55(2), 381-398.
- Baum, J. R., & Locke, E. A. (2004). The relationship of entrepreneurial traits, skill, and motivation to subsequent venture growth. *Journal of applied psychology*, 89(4), 587.
- Bernama, "Most entrepreneurs at risk if MCO continues," in *The Star*, ed, 2021.
- Bhansing, P. V., Hitters, E., & Wijngaarden, Y. (2018). Passion inspires: Motivations of creative entrepreneurs in creative business centres in the Netherlands. *The Journal of Entrepreneurship*, 27(1), 1-24.
- Cardon, M. S., & Kirk, C. P. (2015). Entrepreneurial passion as mediator of the self-efficacy to persistence relationship. *Entrepreneurship theory and practice*, 39(5), 1027-1050.
- Cardon, M. S., Wincent, J., Singh, J., & Drnovsek, M. (2009). The nature and experience of entrepreneurial passion. *Academy of management Review*, 34(3), 511-532.
- Carsrud, A., & Brännback, M. (2011). Entrepreneurial motivations: what do we still need to know?. *Journal of small business management*, 49(1), 9-26.
- Chen, G., Gully, S. M., & Eden, D. (2001). Validation of a new general self-efficacy scale. *Organizational research methods*, 4(1), 62-83.
- Cumberland, D. M. (2017). Training and educational development for "vetrepreneurs". *Advances in Developing Human Resources*, 19(1), 88-100.
- Farooq, M. S., Salam, M., ur Rehman, S., Fayolle, A., Jaafar, N., & Ayupp, K. (2018). Impact of support from social network on entrepreneurial intention of fresh business graduates: A structural equation modelling approach. *Education+ Training*.
- Forest, J., Mageau, G. A., Crevier-Braud, L., Bergeron, É., Dubreuil, P., & Lavigne, G. L. (2012). Harmonious passion as an explanation of the relation between signature strengths' use and well-being at work: Test of an intervention program. *Human relations*, 65(9), 1233-1252.
- Frese, M., Krauss, S. I., Keith, N., Escher, S., Grabarkiewicz, R., Luneng, S. T., ... & Friedrich, C. (2007). Business owners' action planning and its relationship to business success in three African countries. *Journal of Applied Psychology*, 92(6), 1481.
- Gielnik, M. M., Frese, M., Kahara-Kawuki, A., Wasswa Katono, I., Kyejjusa, S., Ngoma, M., ... & Dlugosch, T. J. (2015). Action and action-regulation in entrepreneurship: Evaluating a student training for promoting entrepreneurship. *Academy of Management Learning & Education*, 14(1), 69-94.
- Khan, R. U., Salamzadeh, Y., Shah, S. Z. A., & Hussain, M. (2021). Factors affecting women entrepreneurs' success: a study of small-and medium-sized enterprises in emerging market of Pakistan. *Journal of innovation and entrepreneurship*, 10(1), 1-21.
- Lex, M., Gielnik, M. M., Spitzmuller, M., Jacob, G. H., & Frese, M. (2022). How passion in entrepreneurship develops over time: A self-regulation perspective. *Entrepreneurship Theory and Practice*, 46(4), 985-1018.
- Lussier, R. N., & Pfeifer, S. (2001). A crossnational prediction model for business success. *Journal of small business management*, 39(3), 228-239.

## Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the era of society 5.0"

- Miao, C., Qian, S., & Ma, D. (2017). The relationship between entrepreneurial self-efficacy and firm performance: a meta-analysis of main and moderator effects. *Journal of Small Business Management*, 55(1), 87-107.
- Molino, M., Dolce, V., Cortese, C. G., & Ghislieri, C. (2018). Personality and social support as determinants of entrepreneurial intention. Gender differences in Italy. *PloS one*, 13(6), e0199924.
- Nguyen, H., Johnson, A., Collins, C., & Parker, S. K. (2017). Confidence matters: self-efficacy moderates the credit that supervisors give to adaptive and proactive role behaviours. *British Journal of Management*, 28(2), 315-330.
- Obschonka, M., & Stuetzer, M. (2017). Integrating psychological approaches to entrepreneurship: the Entrepreneurial Personality System (EPS). *Small Business Economics*, 49(1), 203-231.
- Palmer, C., Niemand, T., Stöckmann, C., Kraus, S., & Kailer, N. (2019). The interplay of entrepreneurial orientation and psychological traits in explaining firm performance. *Journal of Business Research*, 94, 183-194.
- Phonthanukitithaworn, C., Ketkaew, C., & Naruetharadhol, P. (2019). Relevant factors for success as an online entrepreneur in Thailand. *Sage Open*, 9(1), 2158244018821757.
- Pihie, Z. A. L., & Bagheri, A. (2013). Self-efficacy and entrepreneurial intention: The mediation effect of self-regulation. *Vocations and Learning*, 6(3), 385-401.
- Prasad, K. V., Ehrhardt, K., Liu, Y., & Tiwari, K. (2015). Examining the age-performance relationship for entrepreneurs: Does the innovativeness of a venture make a difference?. *New England Journal of Entrepreneurship*.
- Radzi, K. M., Nor, M. N. M., & Ali, S. M. (2017). The impact of internal factors on small business success: A case of small enterprises under the FELDA scheme. *Asian Academy of Management Journal*, 22(1), 27-55.
- Raymond, L., & Bergeron, F. (2008). Enabling the business strategy of SMEs through e-business capabilities: a strategic alignment perspective. *Industrial Management & Data Systems*.
- Schröder, L. M., Bobek, V., & Horvat, T. (2021). Determinants of success of businesses of female entrepreneurs in Taiwan. *Sustainability*, 13(9), 4842.
- Schwarzer, R., Bäßler, J., Kwiatek, P., Schröder, K., & Zhang, J. X. (1997). The assessment of optimistic self-beliefs: comparison of the German, Spanish, and Chinese versions of the general self-efficacy scale. *Applied Psychology*, 46(1), 69-88.
- Shaheen, N., & AL-Haddad, S. (2018). Entrepreneurial self-efficacy and entrepreneurial behavior. *International Journal of Development and Sustainability*, 7(10), 2385-2402.
- SME Corporation Malaysia. "SME Definition." <https://www.smecorp.gov.my/index.php/en/policies/2020-02-11-08-01-24/sme-definition?id=371> (accessed 24 September, 2021).
- Spehar, I., Forest, J., & Stenseng, F. (2016). Passion for work, job satisfaction, and the mediating role of belongingness. *Scandinavian Journal of Organizational Psychology*, 8(1), 17-27.

---

**Proceeding Medan International Conference Economics and Business**

---

Volume 1, Year 2023

“Entrepreneurship on Global Economics Development in the era of society 5.0”

- Suminah, S. & Anantanyu, S. (2020). Empowering poor-households women on productive economy businesses in Indonesia. *The Journal of Asian Finance, Economics and Business*, 7(9), 769-779.
- Wiklund, J., Patzelt, H., & Shepherd, D. A. (2009). Building an integrative model of small business growth. *Small business economics*, 32(4), 351-374.
- Zakaria, A., & Nordin, N. M. (2020). Attitude and Self-efficacy and its Relationships with Entrepreneur Intention Among Undergraduate Students. *International Journal of Academic Research in Business and Social Sciences*, vol. 10, no. 14, pp. 145–158.