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info **usahawan**

NOTA MINDA MASMED

**SIAPA EJEN
USAHAWAN?**

**DIGITALISASI
PERNIAGAAN**

**GENERASI
MILENIUM**

mengungguli generasi Y dengan sifat keusahawanan



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22.

ISI KANDUNGAN

01 OVERVIEW

Mengungguli Generasi Milenium
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03
07
08

02 KEUSAHAWAN

	Signifikan Jurutera sebagai Usahawan	09
	Keusahawanan Sosial sebagai Ibadah	13
	Mitos Keusahawanan	16
	Aiman Kasmi Agro: Usahawan Tani Muda	20
	Marketplace bantu Usahawan	24
	Bersedia memasuki Era Pasca Pandemik	27
	Akok Beratur Mentuan	30
	Covid 19 - Ombak Tsunami yang Menghempas	33
	Jurutera Penghantar Makanan	36
	Customer Loyalty & Entrepreneurs	39
	Digitalisasi Perniagaan	43
	Program Keusahawanan bersama SSM	46
	Kebangkrapan	48
	Manfaat berterusan kepada Masyarakat	52
	Maklum balas: Sudah Beli, Harap Balas	55
	MCO & Social Media	59
	Analisa Penyata Kewangan	62
	Misteri Kehilangan Jack Ma	67
	Mudharabah & Peranan Usahawan	71
	Tren Fresh Graduate menjadi Usahawan Muda	74
	Susu Masam: Perusahaan Tradisi Terengganu	79
	Siapa Ejen di sisi Usahawan	82
	Business Ethics for a Sustainable Business Model	86
	Hubungkait Personaliti Kawalan Diri	89
	Kunci Kesetiaan Pelanggan	92
	Usahawan Patin Sangkar Kuala Tembeling	97
	Aktif untuk Kelangsungan	100
	Zamburger	104
	Cashflow	107
	Marketing Plan	110
	Usahawan & Rantaian Bekalan	116
	Keusahawanan dalam Pandemik	119
	Di sebalik Nama Alibaba	122
	Pengurusan Fail dan Rekod Pentadbiran	124
Editorial		
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ETHICS

business ethics for a sustainable business model

BUSINESS MODEL

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We always want this world to be a better place for us to live; for that, we need a positive element that would shape our lives to be better. One important aspect that could bring about a better world is by embedding ethics in everyday practices. Ethics consists of the standards of behavior to which we hold ourselves in our personal and professional lives. It forms the levels of honesty, empathy, trustworthiness, and other positive traits that portray our personal behaviors and contribute to our personal reputation.

Thus, ethics has become a guideline and a set of boundaries to what we should or should not do in our daily lives to gain a better and desired relationship with our loved ones, families, relatives, friends, and neighbors. That is the aim of life as an individual. However, what about the application of ethics in business organizations, especially among business owners? Is ethics necessary in becoming the fundamentals of business operations? Or is it just a manifestation acknowledged on paper without a proper implementation?

As a matter of fact, a business organization is an important entity, where daily operations reflect a group of stakeholders such as customers, the local community, shareholders, the environment, the government, suppliers, and employees. Ethics is so significant to

ensure sustainable business operations.

A sustainable business model is an aspiration desired by every business leader to prioritize the elements of sustainability, taking into account the interests of all parties, as well as to assess and identify the impact on the environment, integrity, and transparency in governance. The elements involved in a sustainable business model are generated through ethical values and practices that should be possessed by each business leader.

Being ethical drives companies to consider and tolerate stakeholders' interests and sensibility. Business ethics is a catalyst for companies to act in accordance with the law, to respect the common values of the local community, to prioritize the safety of employees and products to be produced, to be perceptive to sensitivity, and to love the environment. Ethics is also related to the integrity owned by a business owner; thus, the value of this integrity is very significant to the direction of a company. Integrity is a reflection of what we do and what we say. It has to do with the beliefs and philosophies of the individual, i.e., the leader in an organization or a company. The religious background, as well as the identity of the individual, has become a factor that shapes the value of individual integrity.

A successful company is not necessarily a company that only makes a monetary profit; a successful company should gain the support and trust of stakeholders on a consistent basis. This is because stakeholders are those who have the influence to determine the direction of the company or organization. Wise and ethical leaders are always looking for opportunities and space to create good relationships with stakeholders to ensure that organizational operations run smoothly and achieve goals.

For example, if an organization neglects the ethical aspect of its operations, e.g., committing environmental pollution, then it has affected its image and reputation. The company can be sued by the authorities for having caused pollution, ecosystems will have been affected, and local communities will act by implementing product boycotts. The company will lose the support and trust of customers, who will turn to other competing companies. Such a situation, of course, contributes to the loss that will be suffered by the company.

The application of ethics should begin from an early stage of a company's establishment and should be the core value of any organization. Ethical business practices also depend on the values possessed by the heads or leaders, as they play a role in shaping the direction of their respective organizations. To be an ethical organization is not impossible; it only needs to do well, by setting aside individualistic attitudes and greed in order to obtain continuous benefits. Believe it or not, ethical practices do not only benefit an organization but also provide advantages to stakeholders and become a source of innovation towards sustainable business models.



