

POSTGRADUATE RESEARCH COLLOQUIUM 2022

FACULTY OF ENTREPRENEURSHIP AND BUSINESS

***THE ROLE OF ENTREPRENEURSHIP AND
MARKETING TOWARD BUSINESS
SUCCESS***

27 JULY 2022

VIRTUAL



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THE ROLE OF ENTREPRENEURSHIP AND MARKETING TOWARDS BUSINESS SUCCESS

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PREFACE

Entrepreneurship, as the mindset and process needed to create and develop economic activity, blending risk taking, creativity, and/or innovation within a new or existing organization, is very depending on the ecosystems to make it flourish in each organization, institutions, nations, and the world. It has been the ventures; yet the change is needed is not just what is thought but how it is taught in the right environment.

The FKP Postgraduate Colloquium 2022 was held in as virtual on 27 August 2022 at Campus Kota, Universiti Malaysia Kelantan. It was a delightful event with 75 participants, consists of students and lecturers, had many fruitful discussions and exchanges that contributed to the success of the colloquium. 29 papers for field of entrepreneurship and marketing was presented during the colloquium. The main objective of the colloquium is to be a platform for students to present and publish their works as well as to share their research progress with their colleagues and experts.

All in all, the FKP Postgraduate Colloquium 2022 was very successful. The editors would like to express their gratitude to all participants and the committees that have helped in ensuring the smooth sailing of making the colloquium into a reality.

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ENTREPRENEURSHIP

The Composition of VR System and The Construction of VR Teaching Model in Innovation and Entrepreneurship Education

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ABSTRACT

VR mainly through modeling and coding to simulate the 3 D world, through VR technology can establish multi-dimensional platform, realize human-computer interaction, enable users can experience the virtual world, and to apply VR technology to innovation and entrepreneurship education field, is bound to study the composition of VR system, and the application of VR tools (MUD \ MOO), build VR technology simulation system and a teaching system based on VR technology. The basic VR technology system is made up of special simulation software and 3D models. The future application of VR technology is predicted that the application of VR technology has unlimited potential, which can bring opportunities for innovation and reform for all major fields.

Keywords: VR; VR tools; VR technology simulation system; VR taught system

INTRODUCTION

Under the background of market reform and the rapid development of market economy, the consumption structure has undergone great changes. The government has intensified efforts to support high-tech industries, and the VR industry has received great impetus for development. Especially in terms of the development and production of VR hardware, it can be seen that VR technology is applying more and more widely, and resources are more and more diversified.^[1]

RESEARCH METHOD

The research uses meta-analysis, which is a qualitative methodology. It involves an analysis of peer-reviewed journals to collect relevant information on the research topic. Peer-reviewed journals are easily accessible online; they are affordable and stable. Stability means that the data is reliable as it is less likely to change.

RESULTS AND DISCUSSION

1.Application of VR technology in innovation and entrepreneurship teaching mode
The application of VR technology in innovation and entrepreneurship education is very diverse, but before this, students must have a certain understanding of VR technology, and be able to systematically learn knowledge using VR technology (as shown in Figure one).^[2]
The application of VR technology in education is mainly divided into the following parts: