

# 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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# POSTGRADUATE COLLOQUIUM 2022

## 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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