

**MULTIDISCIPLINARY RESEARCH ON THE  
ENTREPRENEURSHIP AND BUSINESS  
ONLINE COLLOQUIUM 2023**

**ENTREPRENEURSHIP ECOSYSTEM &  
LEVERAGING E-COMMERCE FOR  
BUSINESS GROWTH**



Editor

Nor Hafiza Othman, Nur Ain Ayunni Sabri, Eni Noreni Mohamed Zain, Nur A'mirah Mohd Yaziz

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For information, contact: hafiza.o@umk.edu.my

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## **PREFACE**

The Faculty of Entrepreneurship and Business has organized the Multidisciplinary Research on the Entrepreneurship and Business Online Colloquium 2023. The event was held virtually on January 30, 2023, with more than 500 attendees, including students and academicians, who contributed to the success of the colloquium.

This colloquium provides the platform for undergraduate students to engage, collaborate, disseminate ideas, and research findings across a broad spectrum of audiences. In addition, this medium gives students the chance to get their work published.

The editors would like to express their gratitude to all participants, presenters, and the organizing committee. Without the direct or indirect support of all individuals, this event and publication would not be possible. Thank you and congratulations to all.

***Web Editor:***

Zul Karami Che Musa

***Editor:***

Nor Hafiza Othman

Nur Ain Ayunni Sabri

Eni Noreni Mohamad Zain

Nur A'mirah Mohd Yaziz

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