

# Involvement of graduates in the field of entrepreneurship in Kuala Lumpur, Malaysia

**Mazdan Ali amaran**

Department of Liberal Arts,  
Faculty of Applied and Creative Arts,  
Universiti Malaysia Sarawak,  
94300, Sarawak, Malaysia  
Email: [amazdan@faca.unimas.my](mailto:amazdan@faca.unimas.my)

## **Abstract**

*“Self-Employment” as an entrepreneur is a career that must be given attention as an alternative for graduates besides those employed in facing the volatile limited job market and high retrenchment rate. Therefore, as a graduate university should engage in entrepreneurship than rely entirely on the limited job market. Hence, this study investigates factors that lead to success, the nature and business development, as well as challenges and obstacles faced by entrepreneurs graduate in entrepreneurship. A total of 20 graduates who are successful entrepreneurs in Kuala Lumpur, Malaysia was interviewed and has been analyzed qualitative methods using N.Vivo software version 8.0. The results obtained from this study indicates that more entrepreneurs graduates who do business based on their interests and skills acquired. Moreover, without a strong motivating factor that drives them from behind, they will not become entrepreneurs. The development of business every entrepreneur graduates showing impressive potential in terms of changes and reforms made to their business.*

**Keywords:** entrepreneurship, entrepreneurship graduates, entrepreneurship development, factor encourage, graduate skill, interest, graduate, business.

## **Introduction**

Entrepreneurship enculturation is a continuous long term process to attract interest of all members to society to be involved in business and begin by involving students from primary and secondary school and education institution. The education system plays an important role in flourishing and enculturating values of entrepreneurship especially fresh graduates to not be inclined towards employment but consider employment as the final choice upon graduation.

Mastery in the field of entrepreneurship is not only an exposure to technical knowledge but practical knowledge which is crucial for future generations. Effective acquisition of entrepreneurship knowledge can develop and establish the culture of entrepreneurship in society especially graduates who wants to enter the field of entrepreneurship. Acquisition of values and characteristic is important to create a vibrant culture in life for a community in the society.