

# Sustainable Growth of Women-owned Business in the Stingless bee Industry of Malaysia

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## Abstract

In Malaysia, the number of women-owned businesses progressively increasing in the stingless bee industry. The stingless bee, also known as *lebah kelulut* in Malaysia, is an important species well suited to tropical environments and has arisen as an alternative honey supply. With the typical notions about Asian women running the household and males being the major source of income, there is a revolution with an overview demonstrating that Malaysian women have played a significant part in Malaysia's financial prosperity. The statement mentions the stingless bee industry, which could sustain a great income opportunity in Malaysia. This study is to develop the conceptual framework for the impacts of sustainable growth from the personal innovation factors of the women's capabilities, including their innovativeness, management skills, entrepreneurship, and business networking. This study also analyses the moderation impact of the innovative capability of the woman entrepreneur and government support to enhance the sustainable growth of the woman-owned business in Malaysia. As a result of the capabilities of women's innovation factors and the expansion of sustainable growth for women-owned businesses, the stingless bee industry carried out by women in Malaysia will have its potential and opportunity in the future. Subsequent use of this study will provide opportunities for further studies to be continued and to contribute to the body of knowledge for the academia and policy contribution for the government and the society.

## Introduction and the Importance of the Study

Sustainability growth on a nation is a fundamental method for financial development and company design in order to ensure ecological growth, economic rises must be broadly inclusive, and community connections must be excellent (Sustainable Development Solutions, 2012). There is a commencement of awareness classes to educate the community to what is required to change these severe male-controlled norms, which will help women achieve

work-life balance and income in the country (Gates, 2019). As a result, industries have opened their doors to females in order to get access to physical labour strength. According to previous research, women have a superior way of lowering anxiety disorders and a stronger potential to increase financiers, and women may aid lessen unfairness and boost investment approaches (Teoh & Chong, 2014). Women have the capacity to move the "technology landscape" ahead of various kinds of change by pursuing a variety of industrial paths and attempting to differentiate areas of sociotechnical growth. As a result, the purpose of this research is to discuss the conceptual framework of the relevance of Innovation Personal Factors (IPF) of women to Malaysian Sustainability Growth with the support of innovation capabilities and government assistance (ICGS). It highlights current problems about the long-term success of women-owned businesses in stingless bee industry that are driven by Innovation Personal Factors.

### **Methodology**

This study will be conducted quantitatively, using a questionnaire as a survey instrument. The population of the study are the women-owned business in the Southern region of Malaysia, in the beekeeping industry (stingless bee). Data analysis will be done using SPSS and regression to test the relationship and impact of each IV and DV of the study. PROCESS Macro by Andrew F. Hayes will be conducted to test the moderation of Innovative Capabilities and Government Support towards the relationship between IV and DV.

### **Theory of Innovation**

In industrial organisations, innovation is described as the introduction of new components or a novel combination of existing elements. Innovation is more concerned with implementing a new concept or developing a new element for commercial use than with the development of new elements. The process of putting any novel, problem-solving notion into action is referred to as innovation. In economic terms, innovation is an activity that generates economic growth (Carayannis et al., 2015). Innovation theories provide some insight into how the innovation process occurs at the micro level, which is inside a specific organisation, or at the person level (Sundbo, 1998). Because society has been in an economic trough for the past 10 years, innovation has become an essential component in economic progress. In reality, encouraging innovation has become more important in trade and industrial policy. Today, innovation theory has arisen as a distinct school of economic thought. The ability to introduce new innovative products into businesses is essential in this day and age because innovation has become a competitive advantage.

### **Women-owned Business**

Women-Owned Enterprises extra familiar in the assistance division able to conduct "strength support and social support" and wholesale industry linked to men in building, "shipping and warehousing" and "investment and coverage" in 2012 (Milli, 2018). Women copyright discoveries at greatly shorter levels than men, which implies that prospective innovations to enhance machinery, heal sickness, and develop normal life are being put down on the table (Milli, 2018). Women-Owned firms are much fewer able to come up with one new investment. Other than any in three women-owned firms did not have any new investment when determining their companies, while almost eight in ten men-owned enterprises had investment (Milli, 2018). Just ethnobotanical exploration has underlain overlooked female therapists and the domain of internal healing and herbalism (Kothari, 2003). Ladies'

preponderance in plant administration interests is regularly clarified by the nearby relative that this has with post-produce and local job, since plant choice is regularly completed as harvestable crop is handled and saved. It is also associated with social faiths about females, plants, and abundance, where females are noticed to be the suitable 'repository' of plants. Because of this, the success of businesses run by women in the management of the stingless bee sector is likely to be high and successful, and they may contribute to the expansion of the economy in Malaysia (Abd Jalil et al., 2022). Businesses have launched their entrances to females for access to the manual labour strength. Previous research and census also reveals that there are an opportunity on women's upward mobility in leadership positions (DeSimone, 2018).

### **Dependent Variable (DV)**

#### **Sustainable Growth**

Excellent business control consequently asks for all businesses, mainly the most important international businesses, to embrace visible objectives for environmental growth (Sustainable Development Solutions, 2012). Representatives must start awareness courses to expose the community to the necessary to improve these intense male-controlled standards, which will assist ladies accomplish job life balance. Ladies are not extended being restricted to satisfying the conventional responsibilities of youth and family support but are being nurtured/energized by their spouses to engage in financial interests that will enrich their personal beings and individuals all around them. This statement recognized economic limitations and child supervision as crucial tasks encountered by innovative females. Additionally, extra day-care services would be required to deliver support for infants throughout operating days. Ultimately, there is the demand to board on community teaching, which will emphasize the possible that females acquire to influence the socio-financial progress of the country (Adom et al., 2017).

### **Independent Variable (IV)**

#### **Innovation Personal Factor**

##### **1. Innovativeness**

Genders' contribution has improved across periods, and the contribution or ratio of ladies associated with involvement or ratio of males has risen. As well, we see such an increase in ladies' entrepreneurs' learning, competency, and innovativeness over the centuries in the approach that teaching, proficiency, and improvement of ladies linked to males has expanded. Likewise, we have this difference in enthusiasm and regularity of prospect-purpose along with ladies has grown (Cheraghi, 2013). Highlighting ladies, the greater the learning level and the beyond knowledge they acquire, the smaller the anxiety of breakdown and the better the faith of their abilities to develop financiers (Teoh & Chong, 2014). Lady industrialists are necessary to have a company supply that is useful, unusual, and imitable. Adding to that, lady capitalists must understand the expertise and machinery that would offer them a reasonable gain.

##### **2. Managerial Skills**

Managerial responsibilities (such as the executive position) are not the first ones to be packed with public hopes. Gender responsibilities are also correlated with public outlooks that occasionally clash with managerial character outlooks. Task congruence hypothesis (Eagly & Koenig, 2021) suggests that opportunities for ladies are that they should be collective (i.e.,

useful, interpersonally precise) and should not be agentic (Kim et al., 2020)(i.e., violent or monitoring) (Hackett et al., 2018; Yu, 2020). Truthfulness, stability, and experiment provided positive female's entrepreneurship inside a supportive universal context. For illustration, the two sub themes in reality – operating my personal show and performing great – were not potential, not including the presence of encouraging corporate and household systems. Told by our results, hopeful and current lady industrialists in Malaysia must be conscious regarding and preserving contact to encourage systems to maintain their travels (Au et al., 2021).

### **3. Entrepreneurial**

Businesses and associations can also take up measures to help female industrialists. Assets that focus on companies maintained by ladies can assist alleviate unfairness and boost approach to investment (Milli, 2018). Entrepreneurship is an essential component for financial development, and if only a tiny portion of the residents act as industrialists, the market will not achieve the advantages offered by them in the way of innovative businesses, new local services, and goods. Likewise, if females do not join completely in entrepreneurship, people will not gain from the profit that might be generated by ladies (Sen & AL, 2021).

### **4. Networking**

The phrase “networks form of business” has been applied regularly to describe inter-company management that is typified by natural or casual community systems (Hedvall et al., 2019). There is a say this kind of inter-company organization as network control as it represents a “distinctive structure of organizing financial interest” which distinguishes it with markets and pyramids (Raab, 2019). Hillman (2005) conducted those directors with governmental understanding to exemplify beliefs of the “network control-centred” viewpoint on panels. This network authority aspect and advantage may possibly increase company execution by their knowledge and competences in motivating out of assets to be obtained by their business.

### **Moderator**

#### **Innovative Capability**

The contemporary effort, concentrating on the invention progression in feminine-owned farmhouse businesses, intentions at discovering how innovation support services (ISS) simplify invention implementation amongst feminine-owned farmhouses of Italy and to examine the probable effects of lady agriculturalists' commercial profile to their invention performance (De Rosa et al., 2020). Women may shift the “technological landscape” ahead of different ways of transformation, by determining numerous industrial paths, working to differentiate aspects of sociotechnical change (Standal et al., 2020). Variations may be based on unique value suggestions, in the balance of farm's multiplicity to which a collection of associated ISS must be enclosed and where several shift patterns are at risk (Sutherland, 2021). This method might come from gender concerns and variations stuck between man and woman growers, occurring from the unique links with the Agricultural Knowledge and Innovation System (AKIS) (Charatsari et al., 2022; Charatsari et al., 2018).

#### **Government Support**

Malaysian Authority has been involved to build and improve value, flexible, and effective private enterprise which are useful in all the prospective progressing segments of the market, and to nurture an innovative way of life between Malaysian ladies. Malaysian ladies have

performed an extremely crucial role in the financial growth of Malaysia. From padi (rice) farming to fishing, mining, agriculture, production and other business interests, Malaysian females have played a role (Ndubisi & Kahraman, 2005). Malaysia is some of the several nations in which women and men are similarly effective in industrial interests, and it retains 7th position with the 54 states included in the Global Entrepreneurship Monitor (GEM) in terms of ladies' effective commitment in entrepreneurship. Moreover, Malaysia counted another maximum in prospect-encouraged women Total early-stage Entrepreneurial Activity (TEA) (Monitor, 2018). Adding to that, Malaysian females are primarily attracted into private enterprise by the chances offered to them, instead than forced into entrepreneurship by hardship (Sutter et al., 2019).

### Conceptual Framework

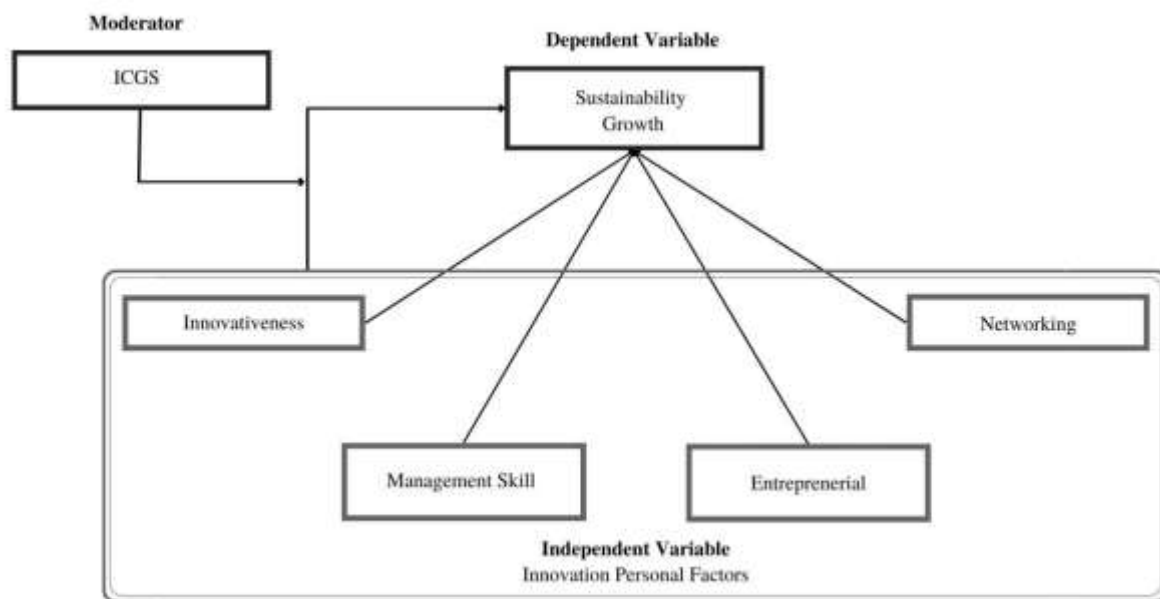


Diagram 1: Conceptual Framework

The discussion in the paper reveals to the findings of the conceptual framework, which demonstrates the relationship between Sustainable Growth and Innovation Personal Factors. These factors include Innovativeness, Management Skills, Entrepreneurship, and Networking which refers as the Independent Variable. The Sustainability Growth presents as the Dependent Variable. The capability to innovate and the support of the government both have a moderating role in the relationship between personal factors of innovation and sustainable economic growth.

### Conclusion

In this research, concern is directed to the conceptual framework of the relevance of Innovation Personal Factor (IPF) to women, which has an impact on increasing sustainable growth in Malaysia, particularly in the sector dealing with stingless bees. This research also pays attention to moderators on the importance of Sustainable development and IPF, which enables it to provide support for the relationship between the two concepts. This study may be extended with further statistical research, and it can also create prospects for additional

research, in order to ensure that the outcomes of the already existing conceptual framework are both more authoritative and demonstrable.

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