

Modelling A Sustainable Performance Framework for Agriculture Business in Malaysia: A Mediation-Moderation Model

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Abstract

The purpose of this research is to develop the conceptual model for a sustainable performance framework for agriculture businesses in Malaysia that benefit from the positive impact of the entrepreneur competency, the dynamic capability of the Internet of Things (IoT), and government support. The recent COVID-19 pandemic has brought a devastating impact on the agricultural industry around the world. Farmers were unable to sell their agricultural products to the market as a result of a movement control order imposed by the government in order to curb the disease outbreaks from spreading to the community, thus, resulting in massive losses. Therefore, this study proposed the idea of establishing the ideal framework for farmers as agriculture business entrepreneurs to benefit from the entrepreneur competency, dynamic potential of IoT, and government support to sustain their earnings in the face of potential future challenges. Multiple Linear Regression (MLR) analysis will be used to evaluate the hypothesis in this study, which will be done among local Malaysian business farmers who own or manage their own farms. The sample will be drawn from a list of farmers registered in the contract farming program run by Malaysia's Ministry of Agriculture and Food Industry (MAFI). The finding may aid farmers, the government, and academia in developing the ideal program, which will perpetually contribute to the sustainability of agricultural businesses in the future.

Keywords

Agribusiness performance, entrepreneur competencies, dynamic capability Internet of Things (IoT), government support.

Biographies

Mahyuddin Bin Ismail is a Ph.D. candidate in Technology Management at the Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia (UTHM). Since 2013, he has been employed by the Malaysian government as an economic affairs officer for the Federal Agricultural Marketing Authority (FAMA).

Juzaimi Bin Nasuredin is a senior lecturer at the Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia (UTHM), Johor. He now supervises undergraduate and postgraduate students as part of his academic responsibilities. The total research funding received so far is RM 291,890, with the amount of RM 92,140 as Principal Investigator.

Umi Kartini Rashid is a senior lecturer at the Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia (UTHM). She has been involved as a consultant in several corporate companies in the state of Johor besides being one of the members in the taskforce of the Malaysian Higher Education Entrepreneurship Action Plan 2021-2025.

Sonia Lohana graduated with a Degree of Doctorate in Technology Management from the Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia (UTHM). During her Ph.D. journey, she won the

Proceedings of the 3rd Asia Pacific International Conference on Industrial Engineering and Operations Management, Johor Bahru, Malaysia, September 13-15, 2022

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