

Co-Hosts:



INTERNATIONAL RESEARCHER AND STUDENT CONFERENCE (IRSC) 2025

14 - 15 August 2025

Theme:

**Future-Proofing Business and Education:
Innovation, Resilience and Sustainability**

Venue:

**Tunku Abdul Rahman University of
Management and Technology**

Sponsors:



Official Conference Full Name:

International Researcher and Student Conference (IRSC) 2025

Official IRSC 2025 Logo:



Official Address:

Tunku Abdul Rahman University of Management and Technology
(Previously known as Tunku Abdul Rahman University College)
Faculty of Accountancy, Finance and Business (FAFB).
Jalan Genting Kelang, 53300 Wilayah Persekutuan Kuala Lumpur.

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Official Website:

<https://www.tarc.edu.my/fafb/research/international-conference-irsc-2025/>



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Official Conference Title:

International Researcher and Student Conference 2025 (IRSC2025)

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ABOUT THE CONFERENCE

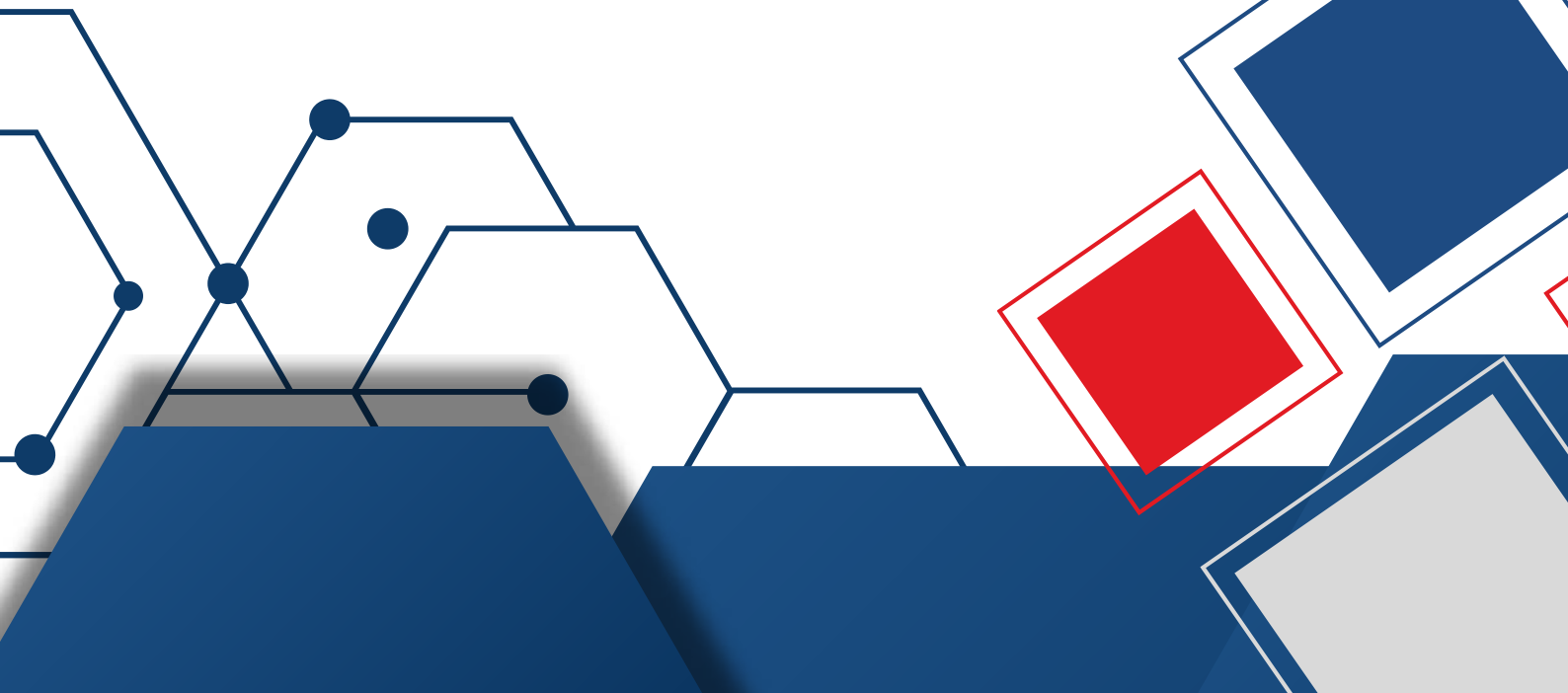
The International Researcher and Student Conference (IRSC 2025) brings together emerging and established voices in academia and industry to explore the evolving landscape of business, technology, and society. Held concurrently for researchers and students, this global event offers a dynamic platform for knowledge sharing, cross-disciplinary dialogue, and meaningful collaboration.

With a focus on diversity, inclusivity, digital transformation, and sustainability, IRSC 2025 encourages participants to engage in critical conversations around pressing global issues. From the role of AI and automation in business to green supply chain practices, gender equity, and workplace mental health, the conference spans a wide range of timely topics.

IRSC 2025 Objectives:

- To provide a platform for students and researchers to share their latest findings, methodologies, and innovations.
- To encourage cross-disciplinary discussions that promote international research collaboration and partnerships.
- To facilitate networking among students, researchers, and industry professionals.
- To offer multicultural experiences through academic exchange with peers from diverse cultural and national backgrounds.

Join us in shaping the future of research, innovation, and global cooperation.



President, Tunku Abdul Rahman University of Management and Technology

Prof. Dato' Indera Ir. Dr Lee Sze Wei's Preface

The 2030 Agenda for Sustainable Development by the United Nations remains a powerful global blueprint to achieve peace, prosperity, and sustainability for all people and the planet. At the heart of this agenda are the **17 Sustainable Development Goals (SDGs)**, which call for urgent and collaborative action by countries at all stages of development. These goals serve as a reminder that poverty eradication, health and education improvements, inequality reduction, and sustainable economic growth are deeply interconnected priorities that must be addressed collectively.

In support of this global mission, the Tunku Abdul Rahman University of Management and Technology (TAR UMT) is proud to present the **International Researcher and Student Conference (IRSC) 2025**, held under the theme “**Future-Proofing Business and Education: Innovation, Resilience and Sustainability**.” This year’s theme highlights the importance of equipping both businesses and educational institutions with the tools, strategies, and mindsets needed to adapt to change, embrace technological advancement, and champion sustainable practices in a rapidly evolving world.

IRSC 2025 brings together local and international researchers, practitioners, and students in a dual-conference format to share insights, explore cutting-edge solutions, and cultivate collaborative networks that transcend disciplines and borders. The topics featured in this year’s conference span digital transformation, green innovation, ethical business, global citizenship, and inclusive education—issues that are central to building a resilient and sustainable future.

We are especially heartened by the continued and growing support from our industry partners, whose involvement strengthens the real-world relevance and impact of the discussions and research presented. With their commitment and the contributions of all participants, we are confident that **IRSC 2025** will foster meaningful dialogue and inspire actionable pathways aligned with the **United Nations’ SDGs**.

On behalf of TAR UMT, I extend my sincere appreciation to all contributors and participants. May this conference ignite new ideas, deepen collaboration, and reaffirm our shared purpose in shaping a better, more sustainable future for all.



Dean, Faculty of Accountancy, Finance and Business, Tunku Abdul Rahman University of Management and Technology

Dr Mavis Chow Poh Ling's Preface

On behalf of Tunku Abdul Rahman University of Management and Technology (TAR UMT) and our esteemed co-hosts, it is my utmost pleasure to welcome you to the e-Proceedings of the **International Researcher and Student Conference (IRSC 2025)**, themed "Future-Proofing Business and Education: Innovation, Resilience and Sustainability." As the Dean of the Faculty of Accountancy, Finance, and Business, I am proud to present this collection of scholarly works that reflect the diverse and forward-thinking perspectives shared throughout this significant academic gathering.

The conference theme, **Future-Proofing Business and Education: Innovation, Resilience and Sustainability**, resonates deeply with the urgent global challenges we collectively face. As educators, researchers and students, we are all stakeholders in shaping a sustainable future. IRSC 2025 has served as a vital platform for interdisciplinary dialogue—bringing together voices from academia and industry across the region to exchange knowledge, propose innovative solutions, and inspire collaborative action.

We are honoured to have collaborated with our co-host institutions: **Universitas Tarumanagara, Universitas Kristen Petra, Universitas Katolik Widya Mandala, Universitas Ciputra Surabaya** and **Mindanao State University**. The combined expertise and global perspectives of these partner institutions have greatly enriched the conference and reinforced the importance of regional and international academic cooperation.

This e-proceedings volume brings together the collective insights of seasoned researchers and emerging scholars under the theme "Future-Proofing Business and Education: Innovation, Resilience and Sustainability." The papers presented reflect a diverse yet interconnected range of topics, including digital innovation and business transformation, sustainable practices and responsible enterprise, globalisation and inclusive management, as well as the evolving landscape of e-commerce and digital markets.

Together, these contributions highlight the urgency and importance of equipping businesses and educational institutions with forward-looking strategies that embrace technology, champion sustainability, and build resilience in an increasingly complex and dynamic global environment.

I would like to express my heartfelt appreciation to the Organising Committee, Editorial Board, paper reviewers and keynote speakers, whose tireless efforts and dedication made this conference a success. Special thanks are also due to our generous sponsors for their unwavering support. Titanium Sponsors: **Association of Chartered Certified Accountants (ACCA)** and Gold Sponsors: **Public Bank Berhad, Allianz Life Insurance Malaysia Berhad, Thong Thye Siang Sdn. Bhd.** and **JBW International Sdn. Bhd.**

Their contributions have played an essential role in supporting this academic endeavour and promoting excellence in the fields of accountancy, finance, and business.

We hope that this volume of e-proceedings will serve as a valuable reference for researchers, educators, and practitioners alike, offering insights that inspire continued inquiry, spark new ideas, and contribute meaningfully to the pursuit of sustainability in our rapidly changing world.

Thank you for your participation in IRSC 2025, and we wish you an insightful and rewarding experience as you engage with the ideas presented in this collection.



Dean, Faculty of Economics and Business, Universitas
Tarumanagara, Indonesia

Prof. Dr Sawidji Widoatmodjo's Preface

Dear Researchers and Students,

On this occasion, allow me to extend my warmest greetings and welcome you to the grand event: the **TAR UMT International Researcher and Student Conference (IRSC) 2025**. I hope you are all enthusiastic about participating in this thought-provoking and inspiring event.

This year, the conference carries the theme: **"Future-Proofing Business and Education: Innovation, Resilience and Sustainability."** As I began writing this preface, I happened to be finishing the book *The World in 2050* by Hamish McRae, an editor at *The Guardian* and *The Independent*. Honestly, the conference theme and the insights from the book have greatly influenced the writing of this message. The theme itself immediately inspired me—to explore and elaborate on each word it contains.

Future inevitably refers to predicting what lies ahead. In the final part of this preface, I will discuss this further based on the book.

Proofing business and education. These two domains—business and education—have long been the subject of debate, especially since the paradigm of entrepreneurship began trending in the academic world.

Firstly, there is the question: Can entrepreneurship be taught? If yes, do business schools have the capacity to teach it? If not, then why do so many business schools offer entrepreneurship as a major—even elevating it to a faculty level? Secondly, as business schools pursue international accreditation, particularly from AACSB, another debate arises: Do business schools truly need such legitimacy through accreditation if they are already producing globally recognized professionals and entrepreneurs? Critics argue that the accreditation process consumes vast amounts of resources, time, and energy—yet its actual impact on graduate quality remains unclear. Thirdly, there is growing concern that business schools are drifting away from their idealistic missions and leaning too heavily on commercial motives. These schools are increasingly viewed as profit-driven entities rather than institutions committed to producing professionals with integrity and ethics. Evidence for this includes the repeated occurrence of global financial crises originating from companies led by MBA-holding CEOs. Fourthly, the digital era has brought new pressures. Digitalization has significantly reshaped the role of business leaders, decreasing the demand for traditional business school graduates. This evolution highlights the growing tension—and intersection—between **business** and **education**.

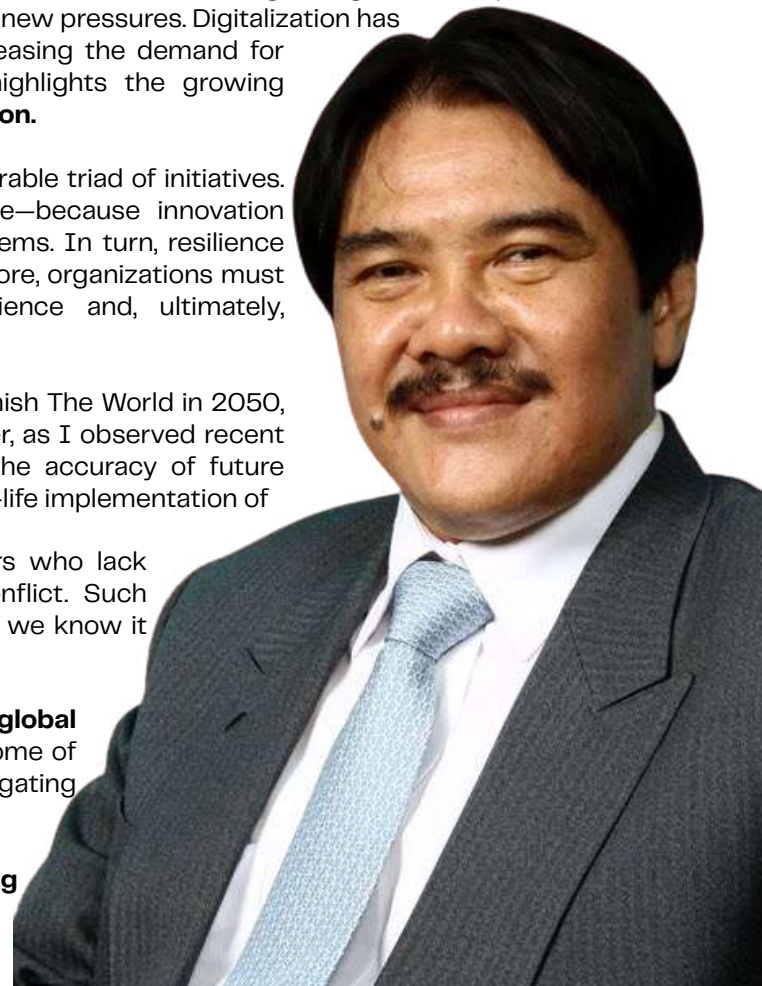
Innovation, resilience, and sustainability form an inseparable triad of initiatives. An innovative organization will naturally build resilience—because innovation equips it with tools to adapt to changes and solve problems. In turn, resilience enables the organization to sustain itself over time. Therefore, organizations must be capable of constant innovation to achieve resilience and, ultimately, sustainability.

Now, let us turn to **the future**. Initially, I was excited to finish *The World in 2050*, captivated by its rich data and strong arguments. However, as I observed recent events unfold—many unforeseen—I began to question the accuracy of future predictions. These include the rapid advancement and real-life implementation of

AI (artificial intelligence) and the rise of world leaders who lack wisdom, placing the world on the brink of nuclear conflict. Such developments raise a haunting question: Will the world as we know it still exist?

Of course, **IRSC is not designed to solve such complex global problems**. However, it would be highly commendable if some of our speakers could offer ideas or frameworks for mitigating these unpredictable threats.

Thank you very much. I wish you a fruitful and inspiring conference.



**Dean, Business Faculty, Universitas Katolik Widya Mandala,
Indonesia**

Dr Hendra Wijaya's Preface

We give thanks to Almighty God, who has showered his blessings to all of us so that in 2025 TAR UMT International Researcher and Student Conference (IRSC) 2025 is held with the theme of **"Future-Proofing Business and Education: Innovation, Resilience, and Sustainability"**.

We currently live in an era known as **VUCA (Volatility, Uncertainty, Complexity, and Ambiguity)**. Global phenomena such as technological disruption, climate change, pandemics, and geopolitical tensions have made it clear that conventional approaches to education and business are no longer adequate. In this VUCA era, the business world is required not only to survive but also to adapt and thrive. Therefore, these three pillars were chosen as the theme for this conference: innovation, resilience, and sustainability.

Innovation focuses not only on technology but also on new ways of thinking to win the competition in today's VUCA era. This innovation must also be accompanied by resilience, enabling companies to recover and learn. Both factors must also consider sustainability. Sustainability requires businesses to build businesses that focus not only on short-term performance but also on long-term performance, people, and the planet.

We welcome participants, students, academics and researchers to **IRSC 2025** where we have the opportunity to share knowledge and build networks. Thanks to all parties, especially TAR UMT for giving us the opportunity to co-host IRSC 2025. Hopefully IRSC 2025 can provide benefits to all parties and provide strategic recommendations, especially with regard to future business and education.



**Dean, School of Business and Management, Universitas Kristen
Petra, Indonesia**

Assoc. Prof. Dr Josua Tarigan's Preface

It is my great pleasure to welcome all participants to the **International Researcher and Student Conference (IRSC) 2025**. As the Dean of the School of Business and Management at Petra Christian University, I am honored to introduce this esteemed gathering of students, academics, researchers, and professionals from around the world. The theme of this conference, **"Future-Proofing Business and Education: Innovation, Resilience and Sustainability"**, resonates deeply with the pressing needs of our time. As the world grapples with the challenges of economic uncertainty and climate change, it is imperative that we come together to share knowledge, expertise, and best practices that can drive sustainable development and resilience.

IRSC provides a unique platform for scholars and practitioners to explore innovative strategies for inclusive growth and environmental resilience. The conference features a diverse range of topics, from **sustainable business models** and **green finance** to **social entrepreneurship** and **environmental accounting**. I am confident that the discussions and presentations will provide valuable insights for all attendees.

I would like to extend my deepest appreciation to the organizing committee, reviewers, and all those who have contributed to the success of this conference. Your tireless efforts have made this event possible, and I am grateful for your commitment to excellence.

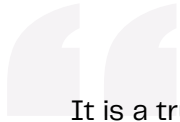
The papers presented in this proceeding represent a diverse range of perspectives and ideas, and I am confident that they will contribute to the ongoing conversation on sustainable development and business resilience. I hope that the insights and findings presented here will inspire further research, collaboration, and innovation in the field.

In conclusion, I would like to congratulate the organizing committee and all participants on the success of **IRSC 2025**. I am confident that this conference will have a lasting impact on our community and beyond, and I look forward to seeing the outcomes of the collaborations and innovations that emerge from this event.



Dean, School of Business and Management, Universitas Ciputra

Assoc. Prof. Dr Damelina Basauli Tambunan's Preface



It is a true pleasure, on behalf of the School of Business and Management, Universitas Ciputra, to welcome all participants to the **International Researcher and Student Conference (IRSC) 2025**. We are honored to co-host this meaningful academic forum that brings together scholars, students, and professionals for critical dialogue, collaborative research, and new insights across disciplines.

This year's theme, "Future-Proofing Business and Education: Innovation, Resilience and Sustainability," invites us to reflect deeply on the roles we each play in shaping a future that is not only technologically advanced, but also humane, inclusive, and sustainable. We are all witnessing how the world continues to change. The way we learn, the way we work, and the way we live are being redefined by forces we could barely imagine a decade ago.

Innovation is more than inventing new tools. It's about challenging the status quo, improving what already exists, and staying relevant amid uncertainty. Resilience is no longer optional. We have seen how quickly systems can break down, resilience now means the ability to recover, rebuild, and adapt with purpose. **Sustainability** is perhaps the greatest challenge. It demands long-term thinking in a world driven by short-term results, requiring us to consider impact beyond immediate gains.



This conference offers an exciting opportunity for researchers and students alike to share their work, engage in critical conversations, and build meaningful academic and professional networks. Let this platform inspire new questions, new insights, and new collaborations that extend well beyond these two days. May this conference spark not only intellectual exchange, but also a shared commitment to building a sustainable and resilient future.

Welcome to IRSC 2025. Let's shape the future together.

President, Mindanao State University System

Atty. Paisalin P.D. Tago's Preface

Warm greetings of peace and excellence!

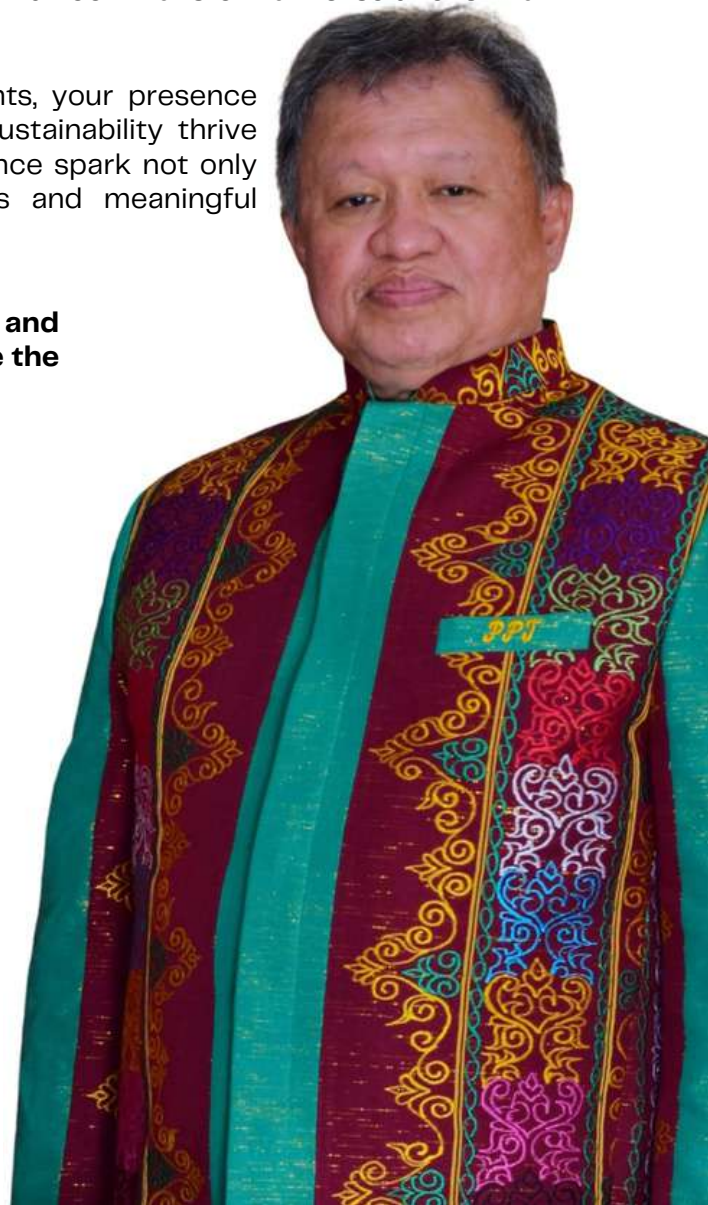
It is with profound honor that I extend my warmest congratulations and sincerest appreciation to **Tunku Abdul Rahman University of Management and Technology (TARUMT)**, a strong and valued partner of Mindanao State University, for graciously hosting this year's **International Researcher and Student Conference**. We are equally proud to co-host this meaningful gathering along with other esteemed institutions committed to academic excellence, innovation, and international collaboration.

This conference, themed **"Future-Proofing Business and Education: Innovation, Resilience, and Sustainability,"** is both timely and visionary. In an era defined by rapid change, complex challenges, and evolving global dynamics, it is essential that we empower future leaders with the capacity to innovate, adapt, and lead with purpose. The intersection of education and business must not only respond to current demands but anticipate and shape the future with foresight and responsibility.

Mindanao State University remains steadfast in its mission to advance inclusive, sustainable, and globally engaged education. We believe that through shared knowledge, interdisciplinary research, and strategic partnerships like this, we can unlock transformative solutions that address both local and global issues.

To all participating researchers, scholars, and students, your presence here affirms a powerful truth: that innovation and sustainability thrive where minds meet and collaborate. May this conference spark not only breakthrough ideas but also enduring partnerships and meaningful actions that drive positive change.

Together, let us lead with vision, act with courage, and build a future where business and education serve the greater good.



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Organising Committee

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Conference Programme

Day 1: Seminar, 14th August 2025, Thursday

Venue: Dewan Tunku Abdul Rahman, Time: 8.30am - 12.00pm;

Tun Tan Siew Sin Building, Time: 12.00pm-5.00pm

No	Time (GMT +8)		Agenda	Notes
1	08:30am	09:30am	Registration and arrival of the delegates	Venue: Dewan Tunku Abdul Rahman
2	09:30am	10:00am	Welcome speech by President	Venue: Dewan Tunku Abdul Rahman
3	10:00am	12:00pm	Keynote Speakers	1. Professor Dr Michael Frese (Professor at Asia Business School - in cooperation with MIT Sloan Management and Leuphana, University of Lueneburg) 2. Dato' Professor Dr Jim Khor Mun Wei (Group Managing Director of Hong Leong Industries Bhd and Managing Director of Hong Leong Yamaha Motor Sdn Bhd)
4	12:00pm	12:05pm	Departure to Tun Tan Siew Sin Building	Participants are kindly requested to assemble in front of Dewan Tunku Abdul Rahman to board the bus.
5	12:10pm	2:00pm	Lunch Break	Venue: Tun Tan Siew Sin Building
6	2:00pm	5:00pm	Parallel Session	Venue: Tun Tan Siew Sin Building Rooms: AA102, AA103, AA106, AA107
7	5:30pm		Cultural Night and Gala Dinner	Venue: The Arena, 6th Floor

Conference Programme

Day 2: Parallel Sessions, 15th August 2025, Friday
Venue: Tun Tan Siew Sin Building, Time: 9.00am-5.00pm

No	Time (GMT +8)		Agenda	Notes
1	08:30am	09:00am	Arrival of the delegates	Venue: Tun Tan Siew Sin Building
2	09:00am	12:00pm	Parallel Sessions	Venue: Tun Tan Siew Sin Building Rooms: AA102, AA103, AA106, AA107
3	12:00pm	2:00pm	Lunch Break	Venue: Tun Tan Siew Sin Building
4	2:00pm	5:00pm	Parallel Sessions	Venue: Tun Tan Siew Sin Building Rooms: AA102, AA103, AA106, AA107
End of Parallel Sessions				

Conference Programme

Day 1: Parallel Sessions, 14th August 2025, Thursday
Venue: Tun Tan Siew Sin Building, Time: 2.00pm-5.00pm

Room: AA102

Session Chair: Dr Natalia Christiani

No	Paper Title and Authors	Time
	Arrival of Delegates	2.00pm-2.15pm
1	DIGITAL PLATFORM CAPABILITY AND STRATEGIC AGILITY: UNCOVERING STRATEGIES TO STRENGTHEN INDONESIAN F&B SMES COMPETITIVENESS ARIA GANNA HENRYANTO, HANIRUZILA HANIFAH, THOMAS STEFANUS KAIHATU	2.15pm-2.40pm
2	EXAMINE UGC VALENCE AND VOLUME ON PURCHASE INTENTION UNDER THE INFLUENCE OF FEAR OF MISSING OUT (FOMO): A CONCEPTUAL PAPER TAN MEE YEN, SIOW YIN YIN	2.40pm-3.05pm
3	CLICK, CHAT, LEARN: INVESTIGATING CHATGPT'S POWER TO BOOST STUDENT PERFORMANCE VIA ENGAGEMENT DEWI MUSTIKASARI IMMANUEL, CLIVYNE EUGENIA CHARLES, CHELSEA PATRICIA SURYANTO	3.05pm-3.30pm
4	DETERMINANTS OF CONSUMER'S INTENTION TO USE SELF-COLLECTION SERVICE FOR LAST-MILE DELIVERY IN MALAYSIA LIM KAH YEE, TAN HOUNG CHIEN, KHOONG TAI WAI, LAI MUN KEONG	3.30pm-3.55pm
5	ASSESSING GREEN CONSUMPTION BEHAVIOUR AMONG GEN Z AND MILLENNIALS IN MALAYSIA KWEK CHOON LING, VICTORIA ELSA LON, JONATHAN TOH IOK HWA, WAI CHANG YEY, LIM JUN HONG, CHOU SIANG JEE	3.55pm-4.20pm
6	FROM LOCKDOWN TO LECTURE HALL: REBUILDING LEARNING MOTIVATION AMONG UNDERGRADUATES IN HIGHER EDUCATION INSTITUTIONS CATRYN CHAN LOK YI, TAN XIN TIEN, CHI PUI MUN, POI SI YAU, RYNNA LIM TZE XIN, WONG SIEW CHIN	4.20pm-4.45pm
	End of Parallel Sessions	4.45pm-5.00pm
	Participants are kindly requested to gather at the Tun Tan Siew Sin Building Lobby to board the bus for the Gala Dinner	5.20pm-5.30pm

Conference Programme

Day 1: Parallel Sessions, 14th August 2025, Thursday
Venue: Tun Tan Siew Sin Building, Time: 2.00pm-5.00pm

Room: AA103

Session Chair: Ts. Dr Elishia Loo Po-Lynn

No	Paper Title and Authors	Time
	Arrival of Delegates	2.00pm-2.15pm
1	THE IMPACT OF ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG) ON THE FIRM VALUE: THE MODERATING EFFECT OF COMPETITIVE ADVANTAGE <i>SAARCE ELSYE HATANE, DAVID VINCENT HARTONO, ALAN DARMASAPUTRA, JAMES WRIGHT</i>	2.15pm-2.35pm
2	APPLYING SENSORY MARKETING FRAMEWORK IN COFFEE HOUSES TO IMPROVE CUSTOMER SATISFACTION, USER EXPERIENCE, AND PURCHASE INTENTION <i>JIE YAO YEE, WEN FEN BEH, JOANNE PEI SZE YEOH</i>	2.35pm-2.55pm
3	IS CO-CREATION OF BACKGROUND MUSIC A GOOD MARKETING STRATEGY? <i>JIE YAO YEE, WEN FEN BEH, JOANNE PEI SZE YEOH</i>	2.55pm-3.15pm
4	UNDERSTANDING THE REINSTATEMENT INTENTIONS OF LAPSED MEDICAL INSURANCE HOLDERS: A THEORY OF PLANNED BEHAVIOUR APPROACH USING PLS-SEM <i>LOW SIEW BOON, PHUAH KIT TENG, KHOONG TAI WAI, OW MUN WAEI</i>	3.15pm-3.35pm
5	ASEAN CARBON FOOTPRINT RESEARCH: A BIBLIOMETRIC ANALYSIS <i>KHOONG TAI WAI, CHOW POH LING, KHOR SIAK KIM, KUMARA ADJI KUSUMA</i>	3.35pm-3.55pm
6	POST-COVID-19 PANDEMIC LANDSCAPE: THE ROLE OF MENTAL HEALTH AND WELL-BEING IN SUSTAINABLE TALENT DEVELOPMENT AMONG PRIVATE UNIVERSITY STUDENTS IN A MALAYSIAN CASE STUDY <i>KAMALESH RAVESANGAR, TOH GUAT GUAN</i>	3.55pm-4.15pm
7	DEVELOPING THE SUPERIOR OPERATIONAL ENVIRONMENT IN INDONESIA: COLLABORATION BETWEEN VILLAGE, ACADEMICS, AND THE NATION <i>MURPIN JOSUA SEMBIRING</i>	4.15pm-4.35pm
	End of Parallel Sessions	4.35pm-5.00pm
	Participants are kindly requested to gather at the Tun Tan Siew Sin Building Lobby to board the bus for the Gala Dinner	5.20pm-5.30pm

Conference Programme

Day 1: Parallel Sessions, 14th August 2025, Thursday
Venue: Tun Tan Siew Sin Building, Time: 2.00pm-5.00pm

Room: AA106 (Hybrid)

Google Meet Link: <https://meet.google.com/vgi-yicm-tqa>

Session Chair: Dr Aldrich June B. Caraecle

No	Paper Title and Authors	Time
	Arrival of Delegates	2.00pm-2.15pm
1	SUSTAINING PEACE AND PROSPERITY: EXPLORING THE KEY DRIVERS OF COOPERATIVE SUSTAINABILITY IN THE BANGSAMORO, PHILIPPINES <i>CHARLOU A. BAUTISTA</i>	2.15pm-2.40pm
2	HERDING BEHAVIOR IN STOCK MARKETS, DO INVESTORS BLINDLY FOLLOW MARKET TRENDS, LEADING TO BUBBLES AND CRASHES? <i>PHUAH KIT TENG, BERNARD LIM JIT HENG, OW MUN WAEI, SITI INTAN NURDIANA WONG BINTI ABDULLAH, CHOW POH LING</i>	2.40pm-3.05pm
3	EFFECTS OF PLANNED AND ADAPTIVE RESILIENCE ON BUSINESS RECOVERY FROM EXTERNAL SHOCKS AMONG SOCIAL ENTERPRISES IN THE BARMM, PHILIPPINES <i>RICHARD S. CELESTE</i>	3.05pm-3.30pm
4	EVALUATING GREEN SUPPLY CHAIN MANAGEMENT PRACTICES IN THE AUTOMOTIVE INDUSTRY: INSIGHTS FROM EXECUTIVE PERSPECTIVES AND EMPLOYEE PERCEPTIONS <i>WENG HONG HEN, KIT TENG PHUAH, TAI WAI KHOONG, MUN WAEI OW</i>	3.30pm-3.55pm
5	ASSESSING THE AWARENESS AND UNDERSTANDING OF ISLAMIC BANKING AMONG THE MARANAO IN THE FIRST DISTRICT OF LANA DEL SUR, PHILIPPINES <i>AMYNA NAPHIZAH P. MASORONG</i>	3.55pm-4.20pm
6	RISK-ADJUSTED PERFORMANCE AND DETERMINANTS OF REAL ESTATE INVESTMENT TRUSTS (REITS): EVIDENCE FROM SELECTED ASIA-PACIFIC MARKETS <i>GOH XIN YING, WONG MEI FOONG</i>	4.20pm-4.45pm
	End of Parallel Sessions	4.45pm-5.00pm
	Participants are kindly requested to gather at the Tun Tan Siew Sin Building Lobby to board the bus for the Gala Dinner	5.20pm-5.30pm

Conference Programme

Day 1: Parallel Sessions, 14th August 2025, Thursday
Venue: Tun Tan Siew Sin Building, Time: 2.00pm-5.00pm

Room: AA107

Session Chair: Dr Galuh Mira Saktiana

No	Paper Title and Authors	Time
	Arrival of Delegates	2.00pm-2.15pm
1	THE ADOPTION OF GENERATIVE AI IN BUSINESS CONSULTING: CHATGPT AS A DIGITAL CONSULTANT <i>MUN KEONG LAI, BRADLEY CY HO, JIN CHEONG LEONG</i>	2.15pm-2.40pm
2	RESEARCH ON THE IMPACT OF FINANCIAL TECHNOLOGY ON THE OPERATING EFFICIENCY OF COMMERCIAL BANKS <i>SHEN WEIQIN</i>	2.40pm-3.05pm
3	EXAMINING THE INFORMATION SEEKING BEHAVIOUR VIA GENERATIVE AI TECHNOLOGIES AMONG GENERATION Z IN MALAYSIA <i>KWEK CHOON LING, KOK SWEET ZHI, HO JUN JIE, MAU YUE HERN, SEE HUA YEE, TEE YU FUNG</i>	3.05pm-3.30pm
4	STRENGTHENING NETWORKING CAPABILITIES TO GENERATE INTENTION FOR SUSTAINABLE ENTREPRENEURSHIP <i>KARTIKA NURINGSIH, HARIS MAUPA, MUHAMMAD IDRUS TABA, NURYASMAN MN</i>	3.30pm-3.55pm
5	AI-ENABLED PROFESSIONAL DEVELOPMENT OF FINANCE AND ECONOMICS TEACHERS UNDER THE AGILE ITERATIVE ADDIE FRAMEWORK: A LABORATORY INTEGRATION MECHANISM BASED ON THE OBE CONCEPT <i>ZHENG SHUANGYANG, LIN HUILI</i>	3.55pm-4.20pm
6	THE IMPORTANCE OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION CONSUMERS OF GACOAN NOODLES IN JAKARTA <i>TANIA FAUSTINA, GALUH MIRA SAKTIANA</i>	4.20pm-4.45pm
	End of Parallel Sessions	4.45pm-5.00pm
	Participants are kindly requested to gather at the Tun Tan Siew Sin Building Lobby to board the bus for the Gala Dinner	5.20pm-5.30pm

Conference Programme

Day 2: Parallel Sessions, 15th August 2025, Friday
Venue: Tun Tan Siew Sin Building, Time: 9.00am-12.00pm

Room: AA102

Session Chair: Assoc. Prof. Dr Hetty Karunia Tunjungsari

No	Paper Title and Authors	Time
	Arrival of Delegates	9.00am - 9.30am
1	LEVERAGING BUSINESS INTELLIGENCE TO ENHANCE INNOVATION CAPABILITIES FOR SME GROWTH IN MALAYSIA <i>LIM SIOK KIAN CATHY, YEO CHU MAY AMY, YIP MUM WAI, TAY LEE CHIN</i>	9.30am-9.55am
2	ENTREPRENEURIAL ALERTNESS AND INTENTION WITHIN THE TPB FRAMEWORK: THE MODERATING ROLE OF ENTREPRENEURIAL EDUCATION <i>CHAN KIT YENG, YEO CHU MAY, JOANNE YIM SAU CHING, LIM CHUI SEONG</i>	9.55am-10.20am
3	INVESTIGATING THE ADOPTION BEHAVIOUR OF TRADING CARDS AS AN ALTERNATIVE INVESTMENT ASSET AMONG GENERATION Z IN MALAYSIA <i>KWEK CHOON LING, NG JIA TENG, KHOR SIAK KIM, CHIN MUN HONG, JUSTIN YONG ZHI HERN</i>	10.20am-10.40am
4	SECTORAL EMPLOYMENT ELASTICITY IN INDONESIA <i>YUSI YUSIANTO</i>	10.40am-11.05am
5	THE EFFECT OF PSYCHOLOGICAL CAPITAL AND PERCEIVED BEHAVIORAL CONTROL ON ENTREPRENEURIAL INTENTION WITH SUBJECTIVE NORMS AS A MODERATING VARIABLE <i>JOANNE AUDREYANNE, HETTY KARUNIA TUNJUNGSARI</i>	11.05am-11.30am
6	INVESTOR BEHAVIOR AND INVESTMENT PERFORMANCE: AN EMPIRICAL STUDY IN INDONESIA <i>HERMEINDITO, J.E. SUTANTO, CLIFF KOHERDINATA</i>	11.30am-11.55am
	End of Parallel Sessions	11.55am-12.00pm
	Lunch Break	12.00pm-2.30pm

Conference Programme

Day 2: Parallel Session, 15th August 2025, Friday
Venue: Tun Tan Siew Sin Building, Time: 9.00am-12.00pm

Room: AA103

Session Chair: Prof. Dr Yeo Chu May

No	Paper Title and Authors	Time
	Arrival of Delegates	9.00am - 9.30am
1	WORK-LIFE BALANCE AS A PILLAR OF MENTAL HEALTH IN MALAYSIAN HIGHER EDUCATION: A CONCEPTUAL REVIEW <i>NG CHUI SHYA, AMY YEO CHU MAY, YIP MUM WAI, TAY LEE CHIN</i>	9.30am-9.55am
2	POSTPARTUM DEPRESSION BEYOND CLINICAL BOUNDARIES: MAPPING RESEARCH TRENDS, GAPS, AND FUTURE DIRECTION FOR WORKPLACE REINTEGRATION <i>TAN YEE PENG, PHUAH KIT TENG, OW MUN WAEI, CHOW POH LING</i>	9.55am-10.20am
3	FACTORS INFLUENCING FINANCIAL WELL-BEING OF PRIVATE EMPLOYEES IN MALAYSIA BASED ON THE FAMILY FINANCIAL SOCIALIZATION THEORY <i>BERNARD LIM JIT HENG, PHUAH KIT TENG, SITI INTAN NURDIANA WONG ABDULLAH, OW MUN WAEI, KHOONG TAI WAI</i>	10.20am-10.40am
4	SILENT STRUGGLES: FACTORS INFLUENCING THE MENTAL HEALTH OF GENERATION Z UNDERGRADUATES <i>BOK YI KEI, ANG YEE XUAN, BEE JING YEN, GOH KHAI SUEN, TAN JIA WERN, WONG SIEW CHIN</i>	10.40am-11.05am
5	DOES GOING GREEN PAY OFF? THE INTERPLAY BETWEEN ESG, CAPITAL STRUCTURE AND CORPORATE VALUE <i>NURYASMAN MN, KARTIKA NURINGSIH</i>	11.05am-11.30am
6	INCENTIVE STRATEGIES FOR SUSTAINABLE ELDERLY CARE SERVICES: A COMPARATIVE CASE STUDY APPROACH <i>XIAO RUFEI</i>	11.30am-11.55am
	End of Parallel Sessions	11.55am-12.00pm
	Lunch Break	12.00pm-2.30pm

Conference Programme

Day 2: Parallel Sessions, 15th August 2025, Friday
Venue: Tun Tan Siew Sin Building, Time: 9.00am-12.00pm

Room: AA106 (Hybrid)

Google Meet Link: <https://meet.google.com/xnz-oyar-cxb>

Session Chair: Dr Imara C. Andam

No	Paper Title and Authors	Time
	Arrival of Delegates	9.00am - 9.30am
1	LINKING GREEN ACCOUNTING AND ENVIRONMENTAL PERFORMANCE THROUGH MATERIAL FLOW COST ACCOUNTING <i>RETNANINGTYAS WIDURI, JESSELYN ADI NUGRAHA, JOSSELYN VALENTINA WIJAYA</i>	9.30am- 9.50am
2	EVALUATING THE ROLE OF PERCEIVED HEALTHCARE QUALITY IN BUILDING PATIENT LOYALTY IN URBAN MALAYSIA <i>TAN JIA XUEN, CHONG NING EN LUYANNE, LEE YING WEI, CHEE KHAI QING, NURUL AQILAH MHD YUSAK</i>	9.50am- 10.10am
3	GREEN ACCOUNTING, CSR, AND ENVIRONMENTAL AUDITING OVERSIGHT IN MANUFACTURING FIRMS <i>JESSLYN NATHANIA, CHATERINA PATRICIA, RETNANINGTYAS WIDURI</i>	10.10am- 10.30am
4	HALAL FOOD PRODUCTS BEYOND MUSLIM MARKETS: KNOWLEDGE AND PURCHASE INTENTION OF NON-MUSLIM CONSUMERS IN THE PHILIPPINES <i>DIANA RUTH L. BICO, MIKE IVAN B. SIGA, FAROUK B. MACALAYO</i>	10.30am- 10.50am
5	BRIDGING TECHNOLOGY, FAIRNESS, AND COMPLIANCE: A STUDY ON CORETAX ADOPTION AND TAXPAYER BEHAVIOR IN INDONESIA <i>AGUS ARIANTO TOLY, IMELDA MULIANY MAWENGKANG</i>	10.50am- 11.10am
6	ENABLING WOMEN BUSINESS SUSTAINABILITY THROUGH FINANCIAL LITERACY AND ACCOUNTING PRACTICE: CASE OF INDONESIA <i>MARIA SYNDI LOVISYEA, SANY, HATANE SEMUEL</i>	11.10am- 11.30am
7	POSITIONING SOCIAL MEDIA MARKETING AS A STRATEGIC LEVER: A MODEL-BASED INQUIRY FOR SALES GROWTH IN SHANGHAI'S TOURISM SMES <i>RUAN JING PING, AMY YEO CHU MAY, PHUAH KIT TENG, ELISHIA LOO POLYNN</i>	11.30am- 11.50am
	End of Parallel Sessions	11.50am- 12.00pm
	Lunch Break	12.00pm- 2.30pm

Conference Programme

Day 2: Parallel Sessions, 15th August 2025, Friday
Venue: Tun Tan Siew Sin Building, Time: 9.00am-12.00pm

Room: AA107

Session Chair: Assoc. Prof. Dr Ow Mun Waei

No	Paper Title and Authors	Time
	Arrival of Delegates	9.00am - 9.30am
1	DETERMINANTS OF ISLAMIC MARKET PERFORMANCE: FOREIGN OWNERSHIP, CRYPTOCURRENCY, AND THE MODERATING ROLE OF INVESTOR SENTIMENT IN ASIA-PACIFIC ECONOMIES <i>YONG SHIN YNN, WONG MEI FOONG</i>	9.30am-9.55am
2	THE RESEARCH TRENDS OF EDUCATIONAL RESILIENCE AND TECHNOLOGICAL DISRUPTION: A BIBLIOMETRIC REVIEW <i>GUAT GUAN TOH, QUAN KAI ANG, WEI CHIEN NG, YU QING SOONG</i>	9.55am-10.20am
3	BEYOND PERFORMANCE: KEY FACTORS THAT BUILD CUSTOMER LOYALTY IN THE GAMING LAPTOP INDUSTRY <i>LIM JING ZHI, CASSANDRA LOW YU PING, TAN PEI CHING, TAN WIN NIE, WONG SIEW CHIN</i>	10.20am-10.40am
4	THE INTERSECTION OF LIFELONG LEARNING AND SILVER ENTREPRENEURSHIP: BUILDING FUTURE-READY SKILLS IN THE GIG ECONOMY IN MALAYSIA <i>YING YING LIM, LING MENG CHAN, MARY SIEW CHENG LEE</i>	10.40am-11.05am
5	E-COMMERCE CUSTOMER CHURN PREDICTION USING MACHINE LEARNING <i>CHENG PEI JIAN, KHOONG TAI WAI, CHNG SENG KANG, LAW YI LYN, YOUNG HUI MENG, JORDAN TING CHII HUA</i>	11.05am-11.30am
6	ENABLING DIGITAL TRANSFORMATION IN INDONESIAN FAMILY BUSINESSES: THE ROLE OF DIGITAL ORGANIZATIONAL CULTURE, KNOWLEDGE ACQUISITION, AND ORGANIZATIONAL READINESS <i>CHARLY HONGDIYANTO, GRACIA ONGKOWIJOYO, ADI KURNIAWAN YUSUP</i>	11.30am-11.55am
	End of Parallel Sessions	11.55am-12.00pm
	Lunch Break	12.00pm-2.30pm

Conference Programme

Day 2: Parallel Sessions, 15th August 2025, Friday
Venue: Tun Tan Siew Sin Building, Time: 2.00pm-5.00pm

Room: AA102

Session Chair: Mr David Hien Vo

No	Paper Title and Authors	Time
	Arrival of Delegates	2.00pm-2.05pm
1	EXTENDED SIX-FACTOR ASSET PRICING MODEL AND ESG RETURN PERSISTENCE: EVIDENCE FROM DEVELOPED AND EMERGING MARKETS <i>TEE JIA JIE, WONG MEI FOONG</i>	2.05pm-2.30pm
2	MAPPING THE LANDSCAPE OF ENVIRONMENTAL MARKETING: A DECADE-LONG BIBLIOMETRIC INVESTIGATION (2014 TO 2024) <i>DAVID HIEN VO, PHUAH KIT TENG, TOH GUAT GUAN, CHEE WEI LOON</i>	2.30pm-2.55pm
3	CORPORATE GOVERNANCE AND REVENUE-EXPENSE MATCHING: EVIDENCE FROM MALAYSIA <i>KANG WAN TAN, MEI FOONG WONG</i>	2.55pm-3.20pm
4	INSTITUTIONAL OWNERSHIP HETEROGENEITY AND FIRM INVESTMENT EFFICIENCY: EVIDENCE FROM POLITICALLY CONNECTED FIRMS IN MALAYSIA <i>KANG WAN TAN, MEI FOONG WONG</i>	3.20pm-3.45pm
5	ROLE OF USER EXPERIENCE (UX) IN DRIVING REPEAT ORDERS IN FOOD DELIVERY APPS: A STUDY OF FOODPANDA USERS IN MALAYSIA <i>CHEAH KAI XIAN, WONG TUCK CHOY, NG ZHAN HONG, LAI CHIN WEN, LIANG CHYE SHIEN, NURUL AQILAH MHD YUSAK</i>	3.45pm-4.10pm
6	ASSESSING THE DETERMINANTS OF ARTIFICIAL INTELLIGENCE (AI) ADOPTION IN THE MALAYSIA TERTIARY EDUCATION SECTOR <i>KWEK CHOON LING, LEE YEE LIN, FOONG WAI LIK, KOAY YU TONG, LEOW SOOK SHAN, WONG YUN QING</i>	4.10pm-4.35pm
	End of Parallel Sessions	4.35pm-5.00pm

Conference Programme

Day 2: Parallel Sessions, 15th August 2025, Friday
Venue: Tun Tan Siew Sin Building, Time: 2.00pm-5.00pm

Room: AA103

Session Chair: Assoc. Prof. Dr Khoong Tai Wai

No	Paper Title and Authors	Time
	Arrival of Delegates	2.00pm-2.05pm
1	THE GIG ECONOMY AND YOUTH UNEMPLOYMENT: THE IMPACT OF NATIONAL INCOME <i>JUSTINA JOSEPH JEYARAJ, SHYUE CHUAN CHONG, MUI YIN CHIN, LEE PENG FOO</i>	2.05pm-2.30pm
2	THE DETERMINANTS THAT AFFECTING UNIVERSITY STUDENT MOBILE PAYMENT ADOPTION INTENTION IN MALAYSIA <i>SEE YAN LING, TAN HOUNG CHIEN, KWEK CHOON LING</i>	2.30pm-2.55pm
3	AN ANALYSIS OF BRAND LOYALTY DRIVERS IN MOBILE PAYMENT SERVICES IN MALAYSIA <i>LAI SHU YI, CHONG YAN CHING, WONG WING SI, FANG JIA HAO, YEONG REN DE, NURUL AQILAH MHD YUSAK</i>	2.55pm-3.20pm
4	INFLUENCE OF INFLUENCERS AND LIVE BROADCASTING ON USERLOYALTY IN CHINA GAME MARKET <i>HUANG YI PENG, CHONG CHU LE, LIM CHUI SEONG</i>	3.20pm-3.45pm
5	E-COMMERCE SALES PREDICTION USING MACHINE LEARNING <i>WONG KAH LOK, KHOONG TAI WAI, TISHEN A/L BALASANTHER, TAN KHUY XEAN, TEE RU YEE</i>	3.45pm-4.10pm
6	EXAMINING THE DETERMINANTS OF CONTINUANCE INTENTION TO USE CUSTOMER SERVICE CHATBOT IN MALAYSIA: USERS' PERSPECTIVE <i>KWEK CHOON LING, JUSTIN YONG ZHI HERN, KHOR SIAK KIM, CHIN MUN HONG, NG JIA TENG</i>	4.10pm-4.35pm
	End of Parallel Sessions	4.35pm-5.00pm

Conference Programme

Day 2: Parallel Sessions, 15th August 2025, Friday
Venue: Tun Tan Siew Sin Building, Time: 2.00pm-5.00pm

Room: AA107

Session Chair: Dr Tan Kong Woun

No	Paper Title and Authors	Time
	Arrival of Delegates	2.00pm-2.05pm
1	FOSTERING ACADEMIC RETENTION THROUGH MOTIVATIONAL DYNAMICS AND PSYCHOLOGICAL OWNERSHIP: A CONCEPTUAL REVIEW <i>BOEY BEE KIM, YEO CHU MAY, JOANNE YIM SAU CHING, LAI MUN KEONG</i>	2.05pm-2.30pm
2	AI'S IMPACT ON EMPLOYER EXPECTATIONS AND IMPLICATIONS FOR MALAYSIAN UNDERGRADUATE ACCOUNTING DEGREE PROGRAMMES <i>TZE HUEY CHAN, KIT TENG PHUAH, POH LING CHOW, MUN WAEI OW</i>	2.30pm-2.55pm
3	BEHIND THE DECISION: WHAT ATTRACTS INTERNATIONAL STUDENTS TO UNIVERSITIES IN MALAYSIA? <i>VALERIE VUN YU YEE, NOR SHAHILLA RIZA BINTI ABDUL ZAHIR, NISHA JOVITHA A/P SHANMUGAM, GAAYATRY A/P JAYANTWARAN, VAISNAWI A/P MARIMUTHU, WONG SIEW CHIN</i>	2.55pm-3.20pm
4	ALIGNING GRADUATE COMPETENCIES WITH INDUSTRY NEEDS: A BIBLIOMETRIC AND QUALITATIVE STUDY FROM PENINSULAR MALAYSIA <i>TAN KONG WOUN, OW MUN WAEI, PHUAH KIT TENG, KHOONG TAI WAI, LEONG WING WEI</i>	3.20pm-3.45pm
5	UNLOCKING EMPLOYEE READINESS AND CREATIVITY IN MALAYSIA'S HIGHER EDUCATION INSTITUTIONS <i>CHAN LING MENG, THAMIL DURAI CHELLIAH, NORHAYATI MD ISA, CHAN MAN SEONG</i>	3.45pm-4.10pm
6	ANTECEDENTS INFLUENCING THE ADOPTION OF ARTIFICIAL INTELLIGENCE FOR PERSONALIZED LEARNING IN MALAYSIA EDUCATION: A PRELIMINARY STUDY <i>LEO KAH HUI, CHOW POH LING, YEO CHU MAY AMY</i>	4.10pm-4.35pm
	End of Parallel Sessions	4.35pm-5.00pm

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Strengthening Networking Capabilities to Generate Intention for Sustainable Entrepreneurship

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Abstract: *To foster local economic development, regional governments play an important role in providing facilities for sustainability. This study aims to explore the relationship between sustainability culture and network capability on sustainable entrepreneurial intention (SEIN) in Kulon Progo Regency, Daerah Istimewa Yogyakarta (DIY), Indonesia. Collecting the data through questionnaires that were filled by entrepreneurs in directly accompanied by an enumerator. The approach used was quantitative with data processing using Smart - Pls and structural regression analysis. Hypotheses were formulated to test the direct influence of sustainable culture and network capability on SEIN and the influence of dimensions on network capability to identify the influence of these dimensions as forming network capability. Results show that sustainability culture and network capability have a positive and significant effect on SEIN at 5 per cent. Four dimensions including internal communication, coordination, relationship skills, and partner knowledge also have a significant positive effect on network capability at 5 percent even giving the same effect on SEIN. The results show that network capability has a stronger impact on SEIN, and even strengthening the dimensions is a breakthrough to achieve sustainability in businesses. These results are consistent with the theory of planned behavior, in which sustainable culture is equivalent to subjective norms, while network capability represents perceived behavior control in fostering intentions toward sustainable entrepreneurship. Study results produced moderate determination values, other variables need to be considered in understanding SEIN. These outcomes inform the regional government in optimizing network capabilities and promote sustainable culture. As a suggestion, it is necessary to strengthen collaboration with stakeholders to prepare facilities for local entrepreneurs to sustain their business. Appreciation of local culture is also an important aspect in promoting the economic value of culture. The approach can synergize with neighboring counties whereas it can be adopted in developing a sustainable entrepreneurial ecosystem.*

Keywords: Network capability, Sustainability culture, Sustainable entrepreneurship, Intention

1. INTRODUCTION

Awareness of sustainability issues is growing stronger, followed by progress in the study of intentions in sustainable entrepreneurship. Flashback to the period of the MDGs, there are thoughts about entrepreneurship with an emphasis on sustainability aspects initiated by a number of experts. For example, the ideas of Isaak (2002); Schaper (2002); Taylor & Walley (2004); Linnanen (2002); Marsden (2005) initiated the theme of ecological entrepreneurship, then proposed green entrepreneurship or eco-friendly entrepreneurship. Then there is the idea of social entrepreneurship proposed by Mair & Noboa (2003) or Hockerts (2017). Regarding sustainable development, the ideas of Schlange (2006); Cohen & Win (2007); Dean &

McMullen (2007); Choi & Gray (2008); Tilley & Young (2009); Shepherd & Patzelt (2010); Schaltegger & Wagner (2011); Majid & Koe (2012); Racelis (2014) complement the domain of entrepreneurship. This is a transformation of the entrepreneurial model that takes into account ecological issues and social concerns in order to achieve profit growth.

During the period of achieving sustainable development goals (SDGs), sustainability thinking continues to be an empirical study on sustainable entrepreneurship intentions (abbreviated as SEIN). Intention is the best prediction, so many studies conducted on a global scale e.g., Sargani et al., (2020); Agu et al., (2021); Peng et al., (2021), Amankwah & Sesen (2021); Fanea-Ivanovici & Baber (2022), Rodríguez Jasso et al., (2022); Mehraj et al., (2023); Makuya & Changelima (2024); Baber, Fanea-Ivanovici, & Sarango-Lalangui (2024); Tsaknis et al., (2025); and Tsaknis & Sahinidis (2025). These studies resulted in different patterns to generate entrepreneurial intention through engaging the antecedents of the theory of planned behavior (TPB), environmental values, entrepreneurial education, educational support, innovation & altruism, personality, and power knowledge as the factors to foster the entrepreneurial intention on sustainability.

In its implementation, business owners and start-up entrepreneurs are the target of the sustainable entrepreneurship model, thereby requiring changes in business behavior to harmonize economic, social, cultural, and environmental values. Without ignoring the prior study in entrepreneurial intention (Linan & Chen, 2006), transformed into an empirical study of SEIN with the context of regional economic development in one of the districts in Indonesia, precisely in the Daerah Istimewa Yogyakarta (*DIY*) Province, namely Kulon Progo. As a special region, DIY has cultural and political privileges. Thereby having Yogyakarta Special Funds (*Dana Istimewa Yogyakarta*) as a facility to promote the economic value of culture. This authority is an advantage in maintaining sustainability.

This is related to the entrepreneurial ecosystem in Kulon Progo. In achieving development performance in 2024, DIY Province can maintain the Human Development Index (HDI) of 81.62 with the second highest ranking of the six provinces in Java. Referring to Kulon Progo Regency in Figure 2025, there is a gap in HDI with a score of 76.18. Compared to other districts, it faces high poverty with the lowest percentage of micro-small businesses. This indicates the lack of ability or constraints faced by the community to carry out entrepreneurial activities. As an approach to overcome these conditions is to build businesses in sustainable entrepreneurship such as the prior ideas of (Shepherd & Patzelt 2010; Schaltegger & Wagner, 2011; Majid & Koe, 2012; Racelis, 2014). However, sustainability is a relatively new knowledge for most entrepreneurs in rural areas so there is a need to encourage this model. Therefore, a study involving micro-small enterprises (MSEs) was conducted to identify the determinants that influence their willingness to engage in sustainable entrepreneurship.

Analyzing intention refers to the theory of planned behavior which explains that intention shapes a person's behavior while intention is determined by attitudes towards behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). As an adaptation to sustainability, (Ajzen, 2020) expanded on green behavior so that the concept of intention was transformed into SEIN. Compared to previous studies, the mechanism of generating intentions through two key factors, namely culture and networking. Indonesia has a diversity of local cultures with a national culture that emphasizes collectivism so that it should be in line with the SDGs in supporting sustainability culture. Culture is related to social values that support

entrepreneurial activities or shape the entrepreneurial ecosystem, thereby equating to subjective norms in the formation of intentions.

Aligning with Krueger, Reilly, & Carsrud (2000) culture affects subjective norms in the TPB, while Díaz-Casero, Hernandez-Mogollon, & Roldan (2012), cultural and social norms have a significant effect on entrepreneurial capacity. Koe, Nordin, & Othman (2024), Koe & Majid (2014), time orientation as a proxy for cultural factors affecting sustainable entrepreneurial intention in Malaysia. Cultural support giving effect to the entrepreneurial intentions (Pauceanu et al., 2018). Caprar & Neville (2012), culture fosters sustainability values. Prabowo Ikhsan, & Yuniarty (2022), cultural value has a significant effect on intentions in green entrepreneurship. In line with TPB, the cultural domain as social pressure for entrepreneurs so that intentions in sustainability are formed (Majid & Koe, 2012). Based on the study of Boppo et al., (2022), sustainability culture as an integration of values and norms in the context of organizations and communities to form awareness of sustainability that affects SEIN. In aligning with the SDGs, a culture that supports sustainability plays an important role in fostering intentionality in sustainable entrepreneurship. Therefore, as a province with strong traditions, sustainable culture is considered to be a means of reviving this intention.

The second factor is based on the ability to build networking in order to maintain business sustainability. Formal and informal networking makes it easier to get support so that it becomes an attraction to build a sustainable business. Network capability is measured by four dimensions including internal communication, coordination, relationship skills, and partner knowledge (Sarwar et al., 2021) to impact on innovation capability, forms a competitive advantage (Battistella et al., 2017), and affects to performance (Cenamor, Parida, & Wincent, 2019); (Acosta, Crespo, & Agudo, 2018). With this ability, entrepreneurs become confident and have good behavioral control, thus forming their interest in sustainability. Network capabilities enable businesses to gain access to resources, identify opportunities, and respond quickly to the changing market needs (Cenamor, Parida, & Wincent, 2019). In the context of the TPB, this capabilities represent the perceived behavior control to determine intentions in sustainable entrepreneurship. Network capability and its dimensions are important determinants in SEIN.

As the community of Yogyakarta have a tradition to maintain culture, so to what extent can sustainability culture be used to form the SEIN among business actors. Likewise, network capability should be able to support the formation of interest in sustainability. In an effort to generate entrepreneur intentions in sustainable entrepreneurship, the research questions (RQ) are as follows:

RQ1: Does sustainability culture have a significant positive effect on intentions in sustainable entrepreneurship?.

RQ2: Does network capability have a significant positive effect on intentions in sustainable entrepreneurship?.

RQ3: Does internal communication have a significant positive effect on network capability?.

RQ4: Does coordination have a significant positive effect on network capability?.

RQ5: Does relationship skill have a significant positive effect on network capability?.

RQ6: Does partner knowledge have a significant positive effect on network capability?.

The research questions were derived into six hypotheses to be tested and analyzed in the results and discussion section. Considering previous studies, this research takes a research gap through networking capability as a determinant of SEIN. By breaking down the dimensions of networking capability to explore the direct influence on networking capability as well as the indirect effect on SEIN. Indirect effects are not hypothesized but elaborated through discussion. The study results inform regional government to optimize stakeholder collaboration to build a sustainable entrepreneurial ecosystem to support sustainable economic growth.

2. MATERIAL AND METHOD

This study establishes a causal relationship between sustainability culture and network capability with sustainable entrepreneurial intention. Theoretically, the relationship of exogenous variables forms a direct effect on sustainable entrepreneurial intention which is proven through hypothesis testing. Sustainability culture and network capability as exogenous variables while sustainable entrepreneurial intention as endogenous. Population of MSEs with purposive sampling method to determine the sample with the criteria of at least two years running a business with domicile in Kulon Progo. Data collection in December 2023-February 2024 through questionnaires that were filled in directly accompanied by an enumerator. The research permit was granted by the relevant office in the Kulon Progo Regional Government. The sample size suggested by Hair et al., (2014) was between five and ten times the number of indicators. A total of 272 respondents were considered to meet the sample size criteria.

The operational definition of sustainable entrepreneurial intention (SEIN) is the perception of business actors regarding how much desire to carry out behavior in managing a business in a sustainable manner by considering environmental preservation, supporting life and community welfare. Measured using six items by considering the instrument in the study (Linan & Chen, 2006) by adjusting the definition and adapting to local conditions. The definition of sustainable entrepreneurship is as follows: “an entrepreneurial process to exploit the opportunities in an innovative manner for economic gains, societal equity, environmental quality, and cultural preservation on an equal footing” (Majid & Koe, 2012) on the study of Malaysia. Racelis (2014) stated “sustainable entrepreneurship consists of five domains, namely, economic, social, ecological, cultural, and ethical with the call as quintuple bottom line” in the case in Philippines. We considered both of these things to develop the SEIN indicator in the context of a community that respects its local culture.

Operational definition of sustainability culture (SC) as the perception of business actors towards values and norms in organizations and communities that shape awareness of sustainability. Measured by five items developed from (Boppo et al., 2022). Network capability (NC) as business actors' perceptions of their ability to develop, manage, and utilize business opportunities through healthy connections and relationships. Measured by eight items broken down from four dimensions including internal communication (incom), coordination (coord), relationship skills (reskill), and partner knowledge (partknow) adaptation from (Sarwar et al., 2021). The total number of nineteen indicators is constructed reflectively, while the specific relationship between dimensions and the network capability construct is formative. This is because network capability is formed by four dimensions, so the arrows point from the dimensions to the constructs. This measurement model is formative. This is to determine which dimensions are the strongest or weakest in forming network capabilities.

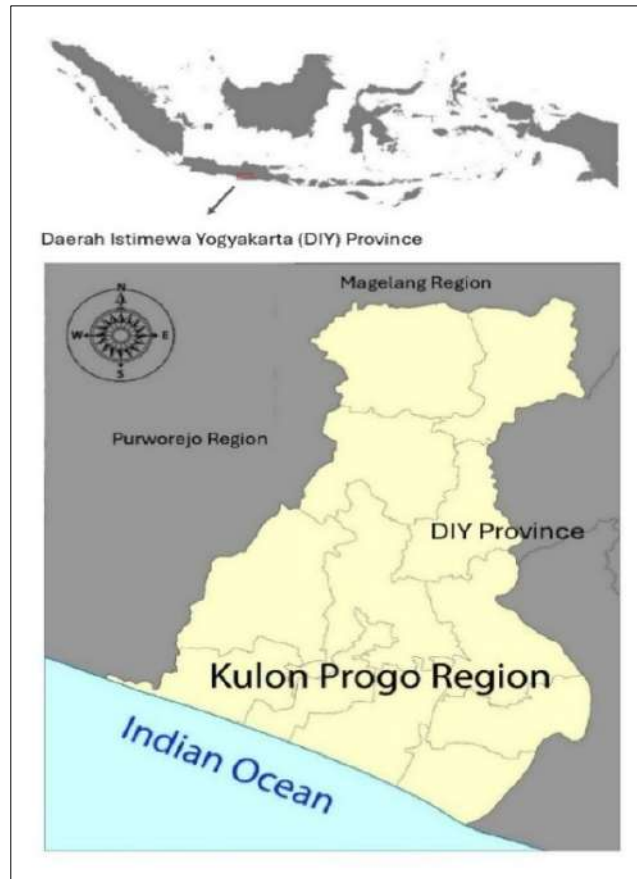


Figure 1. Map of Kulon Progo Regency.

An overview of the research site is depicted in Figure 1. On a map of Indonesia, Kulon Progo Regency is located in the center of Java Island in the western part of the province of DIY. The northern is directly adjacent to Magelang Regency in Central Java Province while the southern side is with the Indian Ocean which is accessed by international trade through New Yogyakarta Airport. The western is bordered by Purworejo Regency in Central Java Province which is accessed through the southern crossing route to connect the economic power in the southern region of Java Island. It has potential in the plantation, agriculture, fisheries and tourism sectors. Geostrategically, this region is an economic gateway to the western part of Java Island, so to prepare it as a new economic driver, it needs to be a sustainability mindset in business management, especially to sustain local business actors.

The approach used was quantitative with data processing using Smart-PLS and structural regression analysis through the output of bootstrapping and algorithms. Reliability testing prioritizes the output of composite reliability considering the results are more consistent. In exploratory research, the minimum criteria for composite reliability is 0.60 while for confirmatory research it is 0.70 (Hock & Ringle, 2006). Validity testing uses convergent validity with a loading factor above 0.50, t-test at 5% significance, and discriminant validity with the criteria that cross-loadings on the intended construct are greater than the values on other constructs. Hypothesis testing using t-test at 5% significance. Dimensional analysis on network capability is second order. Multicollinearity testing uses variance inflation factor (VIF) with criteria less than five (Garson, 2016).

3. RESULTS AND DISCUSSIONS

3.1. Respondent profiles

The number of respondents was 272 MSEs with the following profile: less than 3 years in business (5%), 3-5 years (35%), and more than 6 years (60%). Educational background includes: below high school level (10.66%), high school or vocational school graduates (39.71%), and bachelor's degree equivalent (49.63%). Business types include: batik (14.34%), fashion (2.57%), furniture (2.21%), brown sugar (6.97%), Java sugar (7.35%), crafts (10.30%), culinary (25%), processed foods (17.65%), agricultural businesses (3.31%), bridal makeup (1.84%), and gift shops (8.46%). The profile represents a picture of the respondents so that it also provides color in showing their perceptions.

3.2. Validity and reliability testing

Table 1 presents that the cross-loading value on the intended construct is greater than the value on other constructs on the SEIN, SC and NC indicators. The same criteria apply to the four dimensions of network capability (incom, coord, reskill, and partknow). The outer VIF value does not exceed 5. The inner VIF of NC dimensions are incom (1.507), coord (2.138), reskill (1.737), and partknow (1.430). Likewise, the VIF value between NC and SC with SEIN is 1.179, indicating that there is no high correlation. The other testing is summarized in below.

Table 1. Cross-loading and VIF.

Indicator	Incom	Coord	Reskil	Partknow	NC	SC	SEIN	VIF
NC-1	0.915	0.496	0.405	0.301	0.680	0.234	0.213	2.016
NC-2	0.923	0.546	0.401	0.356	0.714	0.328	0.259	2.184
NC-3	0.544	0.915	0.509	0.415	0.782	0.294	0.325	2.294
NC-4	0.501	0.926	0.633	0.526	0.836	0.248	0.276	2.784
NC-5	0.377	0.566	0.876	0.404	0.707	0.285	0.260	1.861
NC-6	0.391	0.524	0.874	0.409	0.704	0.309	0.415	1.618
NC-7	0.264	0.384	0.422	0.828	0.561	0.182	0.089	1.415
NC-8	0.338	0.478	0.365	0.860	0.617	0.308	0.260	1.442
SC-1	0.210	0.177	0.184	0.275	0.261	0.642	0.160	1.522
SC-2	0.138	0.163	0.232	0.214	0.232	0.673	0.154	1.620
SC-3	0.218	0.226	0.206	0.203	0.270	0.738	0.262	1.384
SC-4	0.248	0.195	0.198	0.209	0.268	0.744	0.215	1.666
SC-5	0.258	0.260	0.367	0.181	0.341	0.757	0.259	1.637
SEIN-1	0.062	0.132	0.186	0.073	0.147	0.178	0.483	1.135
SEIN-2	0.213	0.227	0.247	0.152	0.270	0.267	0.719	1.334
SEIN-3	0.209	0.230	0.242	0.194	0.278	0.231	0.604	1.152
SEIN-4	0.096	0.158	0.242	0.166	0.209	0.124	0.609	1.387
SEIN-5	0.126	0.172	0.266	0.052	0.205	0.141	0.640	1.445
SEIN-6	0.195	0.259	0.255	0.118	0.271	0.162	0.649	1.271

Source: Data analysis (2025)

Table 2 shows that the SC, NC and SEIN indicators produce outer-loading values above 0.50 except SEIN-1 which produces an outer loading of 0.483 (<0.50). However, the t-statistic results in a value of 6.405 (>1.96) with a p-value of 0.000 (<0.05), thus meeting the criteria for convergent validity. These results indicate that all indicators are valid. Reliability testing resulted in composite reliability values at the construct and dimension over than 0.70. These results indicate satisfactory and very satisfactory reliability.

Table 2. Loading factor and composite reliability.

Path	Original Sample	T Statistics	P Values	Composite Reliability
NC-1 <- INCOM	0.915	54.585	0.000	0.916
NC-2 <- INCOM	0.923	69.857	0.000	
NC-3 <- COORD	0.915	54.717	0.000	
NC-4 <- COORD	0.926	85.933	0.000	
NC-5 <- RESKIL	0.876	42.546	0.000	0.867
NC-6 <- RESKIL	0.874	35.691	0.000	
NC-7 <- PARTKNOW	0.828	17.180	0.000	
NC-8 <- PARTKNOW	0.860	25.248	0.000	
NC-1 <- NC	0.680	12.946	0.000	0.832
NC-2 <- NC	0.714	15.833	0.000	
NC-3 <- NC	0.782	23.169	0.000	
NC-4 <- NC	0.836	34.777	0.000	
NC-5 <- NC	0.707	15.756	0.000	
NC-6 <- NC	0.704	14.857	0.000	
NC-7 <- NC	0.561	6.405	0.000	
NC-8 <- NC	0.617	9.213	0.000	
SC-1 <- SC	0.642	7.858	0.000	0.886
SC-2 <- SC	0.673	7.798	0.000	
SC-3 <- SC	0.738	14.744	0.000	
SC-4 <- SC	0.744	13.018	0.000	
SC-5 <- SC	0.757	15.581	0.000	
SEIN-1 <- SEIN	0.483	6.405	0.000	0.837
SEIN-2 <- SEIN	0.719	15.888	0.000	
SEIN-3 <- SEIN	0.604	9.668	0.000	
SEIN-4 <- SEIN	0.609	8.424	0.000	
SEIN-5 <- SEIN	0.640	9.212	0.000	
SEIN-6 <- SEIN	0.649	10.762	0.000	

Source: Data analysis (2025)

3.3. Hypotheses testing

Here are the results of the hypothesis testing:

Table 3. Path coefficients.

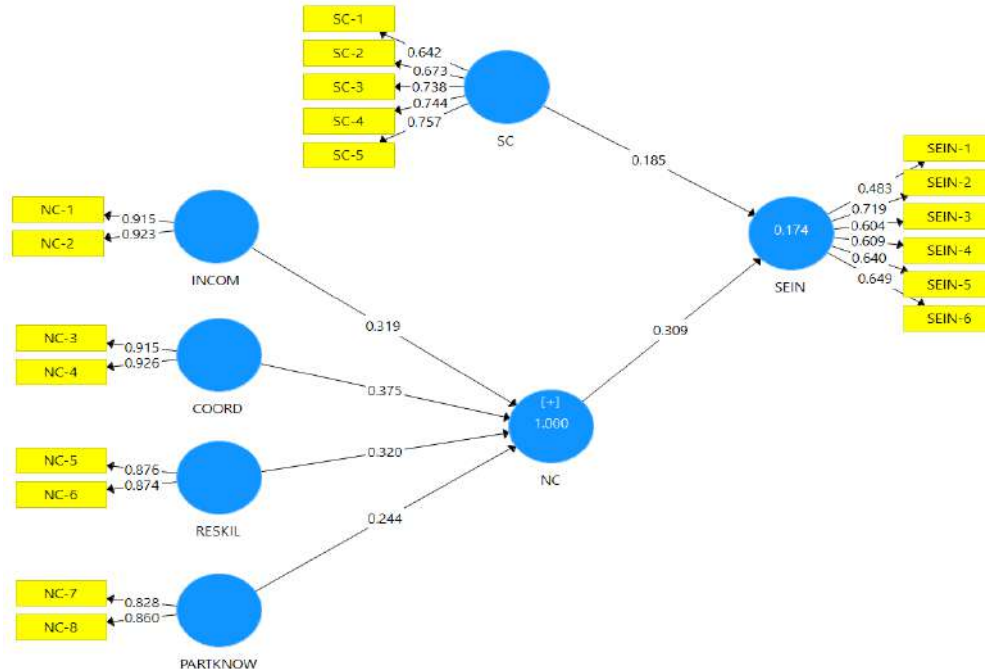
Path	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Hypothesis
SC -> SEIN	0.185	0.196	0.067	2.765	0.006	H1: accepted
NC -> SEIN	0.309	0.317	0.084	3.676	0.000	H2: accepted
INCOM -> NC	0.319	0.319	0.019	16.565	0.000	H3: accepted
COORD -> NC	0.375	0.373	0.019	19.448	0.000	H4: accepted
RESKIL -> NC	0.320	0.319	0.021	15.344	0.000	H5: accepted
PARTKNOW -> NC	0.244	0.243	0.026	9.414	0.000	H6: accepted

Source: Data analysis (2025)

Table 3 indicates that SC produces a t-statistic value of 2.765 (>1.96) and a p-value of 0.006 (<0.05), indicating that the first hypothesis (H1) is accepted at a significant level of 5%. NC produces a t-statistic value of 3.676 (>1.96) and a p-value of 0.000 (<0.05) indicating the second hypothesis (H2) is accepted at a significant level of 5%. At the dimension level, Incom produces a t-statistic value of 16.565 (>1.96) and a p-value of 0.000 (<0.05) indicating the third hypothesis (H3) is accepted at a 5% significant level. Coord produces a t-statistic value of 19.448 (>1.96) and a p-value of 0.006 (<0.05) so that the fourth hypothesis (H4) is accepted at a significant level of 5%. Reskill produces a t-statistic value of 15.344 (>1.96) and a p-value of 0.000 (<0.05) so that the fifth hypothesis (H5) is accepted at a significant level of 5%.

Partknow produces a t-statistic value of 9.414 (>1.96) and a p-value of 0.000 (<0.05) so that the sixth hypothesis (H6) is accepted at the 5% significant level. All hypotheses are accepted at the 5% significant level.

The overall picture of outer and inner model validity testing is summarized in Figure 2.



Source: Data analysis(2025)
Figure 2. Algorithms Smart - PLS

The resulting R^2 of 0.174 indicates a contribution to SEIN of 17.40% so that there are still 82.60% on SEIN influenced by other variables. Likewise, the adjusted R^2 value is 0.168 (16.80%). This determination value indicates moderate explanatory power, meaning that other variables need to be considered in understanding SEIN.

The second order test results show that each indicator can reflect the four dimensions validly as well as all dimensions contribute significantly to network capability with a positive value of 1.000. The four dimensions are perfect in forming network capability.

The specific equation for the NC dimension is as follows:

$$NC = 0.319Incom^* + 0.375Coord^* + 0.320Reskill^* + 0.244Partknow^* \dots\dots\dots (Eq. 1)$$

The sign (*) indicates that everything is significant at 5% with the largest contribution in the coordination dimension while the smallest in partner knowledge.

Although not included in the hypothesis testing, the indirect and specific indirect effects between dimensions and NC and SEIN are as follows:

Table 4. Indirect effects.

Path	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
INCOM -> SEIN	0.099	0.101	0.027	3.675	0.000
COORD -> SEIN	0.116	0.119	0.034	3.444	0.001
RESKIL -> SEIN	0.099	0.102	0.030	3.253	0.001
PARTKNOW -> SEIN	0.075	0.077	0.020	3.808	0.000

Source: Data analysis (2025)

Table 5. Specific indirect effects.

Path	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
INCOM -> NC -> SEIN	0.099	0.101	0.027	3.675	0.000
COORD -> NC -> SEIN	0.116	0.119	0.034	3.444	0.001
RESKIL -> NC -> SEIN	0.099	0.102	0.030	3.253	0.001
PARTKNOW -> NC -> SEIN	0.075	0.077	0.020	3.808	0.000

Source: Data analysis (2025)

To determine the potential influence of NC dimensionally on SEIN, it is summarized as follows. Table 4 indirect effect of the four dimensions of NC on SEIN. The results are significant at the 5% level although the original sample value is smaller than the direct effect on NC. Specific indirect effects in Table 5 show the influence of four dimensions on SEIN with 5% significance. The longest path illustrates the significant positive effect on SEIN. Both effects produce the same information so that the approach taken is directly to strengthen SEIN or could be prioritized in strengthening NC.

3.4. Discussions

Instrumentally, the indicators are valid and reliable in accordance with (Boppo et al. (2020). A sustainable culture is reflected by the following indicators: “preserving the environment, realizing community welfare, creating new eco-friendly products, monitoring development of new products, and sustainable prosperity”. This variable represents the external factors that shape the SEIN. Moreover, the dimensions and indicators of the network capability suitable with Sarwar et al., (2021), Cenamor, Parida, & Wincent (2019), and Acosta, Crespo, & Agudo (2018). The internal communication is reflected through the routine of meeting employees and the quality of internal communication. Coordination is reflected by good relationships with suppliers and distributors. Relationship skills are reflected through flexibly making deals with partners and problems solving tactfully. Partner knowledge is reflected through knowing the capabilities of distributors and the quality of supplies from suppliers. Showing a dynamic capability to build dependencies between internal and external stakeholders which supporting business sustainability inclination.

Sustainable entrepreneurial intentions are reflected by the following indicators: “respecting ethics, raising local potential, protecting environmental, being a role model, belief in maintaining business in the long term, and involving surrounding community”. It represents the harmony between the economic, social, cultural, environmental, and ethical domains. These domains as the enhancement of the triple bottom line framework. The indicator of SEIN-1 (respecting ethics) has the lowest outer loading score but its significance can be tolerated. This indicator is improved from Racelis (2014). In an effort to increase respondents' understanding, education is needed about sustainability as a value or ethics in entrepreneurship.

Agree with Johnson & Schaltegger (2019), entrepreneurship for sustainable development is a “multi-level phenomenon” to build relationships between social, environmental, and economic dimensions with entrepreneurial processes, market transformation and social development. As evidence of sustainable entrepreneurship supporting the SDGs (Akkus & Çalıyurt, 2022). Results illustrate the transformation of sustainable entrepreneurship ideas (e.g., Cohen & Win (2007); Dean & McMullen (2007); Choi & Gray (2008); Tilley & Young (2009); Shepherd & Patzelt (2010); Schaltegger & Wagner (2011); Majid & Koe (2012); Racelis (2014), realized with inner and outer models are all significant.

Further result provides a different color from prior studies e.g., Sargani et al., (2020); Peng et al., (2021), Amankwah & Sesen (2021); Fanea-Ivanovici & Baber (2022), Rodríguez Jasso et al., (2022); Makuya & Changalima (2024); Koe, Nordin, & Othman (2024); Baber, Fanea-Ivanovici, & Sarango-Lalangui (2024); Tsaknis et al., (2025); Tsaknis & Sahinidis (2025), by involving the existence of sustainable culture and strengthening the networking capabilities of business actors. Conceptually, these results can traverse the thinking at the early millennium towards achieving the SDGs by involving a culture of sustainability and network capability.

The results of the analysis are in accordance with Boppo et al., (2020) that culture or norms in society can acculturate with sustainable values to form SEIN and in accordance with (Pauceanu et al., 2018) to shape the entrepreneurial intention. According to Prabowo Ikhsan, & Yuniarty (2022), cultural value has a significant effect on green entrepreneurial intention. As suggested by (Majid & Koe 2012), the cultural domain acts as social pressure for entrepreneurs to consider the domains of sustainability. Culture is related to time orientation so there is an alignment with the results of the study (Koe, Nordin, & Othman (2024); Koe & Majid, 2014). It is in line with TPB that sustainability culture represents subjective norms in forming intentions. Networking capabilities are key to success for entrepreneurship. Formal and informal networking skills make it easier to find support so that entrepreneurs are interested in building a sustainable business. A series of studies from Sarwar et al. (2021), (Cenamor et al., 2019), and (Acosta, Crespo, & Agudo, 2018) as benchmarks in understanding network capabilities and their influence in stimulating SEIN. This capability is needed to gain access to markets, materials, promotion, capital, information, innovation, regulations, including CSR to support business sustainability. This pattern is in accordance with TPB as a representation of perceived behavior control to form the SEIN.

Network capability as having a stronger impact on SEIN. Likewise, the effect of dimensional can reach the SEIN. Network capability connects its dimensions to SEIN by specifying the largest influence on coordination while the smallest on partner knowledge (refer to Equation 1). The longest path provides an overview of the potential in shaping SEIN. The environmental challenges have changed so the mechanism to optimize the resilience of MSEs is as follows: firstly, linking up with corporate social responsibility (CSR) programs from private companies, state-owned enterprises or regional-owned enterprises to enhance capabilities or expand networks to support businesses and engage in social-environmental activities. This mechanism opens up opportunities for collaboration with external parties, thereby facilitating significant potential in indirect effects between the four dimensions on SEIN and specific indirect effects in contributing to network capability, thereby forming SEIN.

Kulon Progo Regency has Regional Regulation No. 22 of 2012 and Regent Regulation No. 30

of 2013 governing CSR activities. Collaboration with CSR is used to improve networking capabilities for local entrepreneurs so that they can maintain business sustainability. Geostrategically, it serves as the economic gateway to the western part of Java Island, accessible via the New Yogyakarta International Airport. The development of facilities fosters new economic potential and attracts investors or companies. The role of CSR can be leveraged the local economic growth. The complementary role of CSR is to assist regional governments in ensuring the sustainability of MSEs in Kulon Progo.

Secondly, strengthening through cultural independent villages (in Indonesian is called *Desa Mandiri Budaya*) to integrate local culture with sustainable values to support entrepreneurial activities. As the people of the Special Region of Yogyakarta, they have the local wisdom to appreciate culture as a cultural economic value. Referring to Special Law No. 13 of 2012, DIY has a special fund to promote economic potential, local wisdom, social activities, and the environment in accordance with “Mataram Culture”. Villages are the basis of this special status, with cultural villages serving as the foundation for rural economic development. This regulation prepares communities and business actors to participate in cultural preservation to build economic independence and achieve sustainable development. This aspect serves as a driver for the influence of sustainable culture in shaping the intention to engage in sustainable entrepreneurship. The collaboration becomes a strengthening for entrepreneurs in realizing the sustainability of their business. In accordance with the SDGs, no one is left behind in carrying out development, including MSEs.

The socio-economic conditions of the Kulon Progo region have potential in the plantation, agriculture, fisheries, and tourism sectors, making efforts to boost the regional economy through sustainable entrepreneurship. Collaboration among three key stakeholders—corporate social responsibility (CSR) support, the government support, and the Yogyakarta Special Fund—serves as a mechanism to promote the existence of sustainable culture and the ability to build networks among local or rural entrepreneurs as depicted in the respondent profiles. The approach can synergize with neighboring counties such as Magelang and Purworejo and can be adopted in developing a sustainable entrepreneurial ecosystem.

4. CONCLUSION AND SUGGESTION

The hypotheses are supported with the results of sustainability culture and network capability having a significant positive effect on SEIN. Dimensionally, network capability has a significant positive effect on SEIN so that this framework is novelty. In accordance with the TPB framework, network capability represents perceived behavior control while sustainability culture represents social norms so that both have a strong effect on SEIN. The score of determinants of less than 20% indicates that there are still many factors that contribute to SEIN. To complete the TPB, further study considers entrepreneurial passion of local business actors to support the formation of intentions for sustainability. The existence of a region may have different passions for entrepreneurial activities, so future studies should consider this variable for the context of Kulon Progo. Other modeling may place government support or CSR support as mediation to drive intentions.

The constraint is to ensure that MSEs have a positive perception of sustainability. Differences in the age of the business, the educational background of business owners, and the type of commodity or product require specific attention. Moreover, the differences between rural and

urban areas allow for information and knowledge inequalities or inertia. As a recommendation, regional government support along with other parties is needed to facilitate networking capabilities to push sustainable entrepreneurial intentions. As a suggestion for entrepreneurs, there is a need for strengthening through stakeholder collaboration including CSR to realize a sustainable entrepreneurial ecosystem.

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