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The 9th International Conference on Marketing and Retailing**EXPLORATORY STUDY ON TRANSPORTATION PRACTICES
AMONG INDIGENOUS ENTREPRENEURS**

Nur Atiqah Rochin Demong (a)*, Emi Normalina Omar (b), Norol Hamiza Zamzuri (c),
Erne Suzila Kassim (d), Irwan Ibrahim (e)

*Corresponding author

- (a) Department of Technology and Supply Chain Management Studies, Universiti Teknologi MARA, Puncak Alam, Selangor, 42300 Malaysia, rochin@uitm.edu.my
- (b) Department of Technology and Supply Chain Management Studies, Universiti Teknologi MARA, Puncak Alam, Selangor, 42300 Malaysia, emi128@uitm.edu.my
- (c) Department of International Business and Management Studies, Universiti Teknologi MARA, Puncak Alam, Selangor, 42300 Malaysia, norol@uitm.edu.my
- (d) Department of International Business and Management Studies, Universiti Teknologi MARA, Puncak Alam, Selangor, 42300 Malaysia, ernekassim@uitm.edu.my
- (e) Department of International Business and Management Studies, Universiti Teknologi MARA, Puncak Alam, Selangor, 42300 Malaysia, irwan623@uitm.edu.my

Abstract

Transportation practices in rural areas that cover indigenous entrepreneurs as the next frontier for conscious travel and for good reason with a shortage of public transport and facilities availability in the surrounding business areas. Many indigenous entrepreneurs opt to ride motorcycles and walk to run with their business activities. The future growth of indigenous entrepreneurship in the country is reliant on the implementation of transportation practices among them. These practices will ensure their business success and transport availability in rural areas. The challenge is that there are no dedicated solutions for this. Thus, this study explores the transportation practices among indigenous entrepreneurs due to the transportation industry becoming more complex as the number of vehicles and miles driven on the roads increases. Meanwhile, in rural areas especially, people have limited transportation options. A qualitative study based on interview interactions was administered to several indigenous entrepreneurs. The interview assessed the sociodemographic factors and transportation practices drawn from tools used in existing studies. Findings of this paper addressed challenges and limitations that indigenous entrepreneurs faced and hope to provide indigenous entrepreneurs with better access to markets, finance, and technology which will lead to greater economic development and progress in the country.

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1. Introduction

Transportation is essential for economic growth and social wellbeing, and its practices are particularly important for indigenous entrepreneurs to sustain their business. To this end, many different approaches are taken to ensure a sustainable transport system. For instance, strategic operations may be employed as part of an overall environmental strategy (Foster, 2020). By adopting these practices, indigenous entrepreneurs can ensure that their business operations remain sustainable over the long-term. Indigenous entrepreneurs must utilize effective transportation practices in order to sustain their businesses (Noy & Givoni, 2018). Transportation has many applications and is essential for overall economic and social development. To achieve sustainable transport, a strategic approach is necessary.

Many indigenous entrepreneurs in Malaysia rely heavily on public transportation for their business operations. The availability and quality of public transportation services can have a direct bearing on the success of indigenous entrepreneurs in Malaysia (Onileowo & Anifowose, 2020). For example, an entrepreneur who runs a business from a rural area may be limited to a certain service. This could limit the frequency with which customers can be serviced, potentially limiting their growth. Entrepreneurs, who are particularly reliant on public transport, often prefer to use larger vehicles, such as buses, that tend to be more reliable, efficient and cost-effective than other transportation modes (Etminani-Ghasrodashti & Hamidi, 2019). Furthermore, the use of such services can help to improve their access to new customers, suppliers, and markets. Additionally, entrepreneurs also prefer services which are well-connected, in terms of both physical infrastructure and services, such as local bus feeders and intercity networks, as this makes it easier to access and make use of these services (Onokala & Olajide, 2020).

One of the biggest challenges indigenous entrepreneurs' faces is sustaining their businesses. In remote areas, transportation is far more efficient than manufacturing, so business owners must use inexpensive methods to sell their goods (Lin, 2019). However, using transportation practices reduces the quality and safety of goods. Therefore, it is important to support indigenous transportation methods so businesses can grow sustainably. Indigenous people have developed effective transportation practices to meet their needs. By leveraging resources, indigenous people can produce high-quality goods at low costs (Agarwal et al., 2020).

This article discusses the transportation practices of indigenous entrepreneurs in Malaysia. It is based on a study which aimed to understand the transportation needs of indigenous entrepreneurs and how these needs are met. The article recommends that indigenous entrepreneurs should adopt sustainable transport practices to support economic development and social wellbeing. As the world progresses, developing countries are also starting to prosper. This is most evident in Malaysia, which has been seeing a recent surge in economic growth. The country's Gross Domestic Product (GDP) has been rising steadily over the past few years and is currently at an all-time high (Lim, 2018). A large part of this growth can be attributed to the thriving entrepreneurial scene in Malaysia.

One of the key factors that has contributed to the success of Malaysian entrepreneurs is their transportation practices. Transportation plays a very important role in sustaining businesses. It supports economic growth and development and is essential for social wellbeing. Sustainable transport is a very important aspect of transportation practices. It involves the use of strategic operations in order to minimize the negative impact of transport on the environment (Tirachini & Cats, 2020). This is something

that indigenous entrepreneurs have been doing very well. Indigenous entrepreneurs in Malaysia have been able to achieve success by utilizing sustainable transport practices. This has not only helped them to sustain their businesses, but also contributed to the overall growth of the country. Moreover, it has also helped to improve the social well-being of indigenous communities. By utilizing sustainable transport practices, indigenous entrepreneurs in Malaysia are not only playing a vital role in the country's economic growth but are also helping to improve the social wellbeing of their communities (Horn et al., 2021).

1.1. Problem Statement

If Malaysia is to become a smart city, smart mobility is key. As such, the country needs to improve on its transportation system and adopt frontier technologies. The development must be inclusive. However, at present there is a huge gap in seamless connectivity with the indigenous people. The groups who live in extreme remote areas face many challenges beyond those generally faced by indigenous people living in villages or near the suburban (Simcock et al., 2021). This is a crucial issue as transportation facilitates our daily activities such as access to jobs, schools and public facilities. Tools that actively support people in engaging in a more sustainable lifestyle without restricting their mobility are urgently needed (Weiser et al., 2016). This study explores different aspects of challenges among indigenous people focusing on the groups' self-sustained and self-employed mobility in selected rural area in Malaysia from transportation practices perspective.

The transport services provided were not satisfactory in terms of quality, quantity, and service. In terms of distance, the indigenous people need to travel more than 15 km to get to the nearest town while the average duration of each trip was more than 45 minutes (Marzuki et al., 2014). The roads are full of holes, and some of them are made from timber and plus, they do not have vehicles. Road links to schools do not exist and to reach the nearest area, the one, and the only method is to use rivers because using lands is difficult. However, going to the nearest centre by using longboats are very dangerous because during the wet season which falls between November and February, the rivers can turn very turbulent. In the rural area, most of the settlements still replaced electricity with sunlight, consumed natural water sources such as rainwater and the source of communication are river and dirt roads (Setyowati et al., 2020). Therefore, it is very important to develop a proper model in order to overcome transportation challenges faced by indigenous people. For this reason, exploring the transportation experience among indigenous people to understand the challenges they are facing.

Thus, this study would like to explore the transport practices among indigenous people with a new model as a guideline for improved self-sustained and self-employed. This study has become relevant for sustainability transport practices over the past decade with complex, and often contradictory outcomes for the sustainability of the transport system. It is increasingly relevant to understand the implications of practices and commitment for sustainable transport practices because some innovations appear to consolidate social and psychological barriers to changes in the transport system (Gössling, 2018). Lifestyle and identities contribute to the sustainable transport practices in rural and remote transport planning and design. Thus, implication of sustainable transport practices needs to be considered for transport governance and the planning of more sustainable transport futures.

2. Literature Review

Indigenous entrepreneurs in Malaysia face many issues and challenges when it comes to transportation and wellbeing. Poor infrastructure, lack of access to transportation, and limited resources make it difficult for them to get around and access essential services (Dong et al., 2020). In addition, they often face discrimination and violence, which can further jeopardize their safety and wellbeing. Despite these challenges, indigenous entrepreneurs in Malaysia are continuing to work hard to build their businesses and support their communities (Amin et al., 2018).

Cost of transportation, cultural barriers and languages also some other challenges that they faced. These issues can impact the ability of indigenous entrepreneurs to participated in the economy and to provide for their families (Huot et al., 2019). Many different approaches are taken to ensure a sustainable transport system. For instance, strategic operations may be employed as part of an overall environmental strategy. By adopting these practices, indigenous entrepreneurs can ensure that their business operations remain sustainable over the long-term. Indigenous entrepreneurs must utilize effective transportation practices in order to sustain their business. Transportation has many applications and is essential for overall economic and social development (Costin et al., 2018). To achieve sustainable transport, a strategic approach is necessary.

A treacherous mountain pass or ad ed end street might be obstacles that stop someone from reaching a new destination, but these same things can be an impetus for new ideas. Entrepreneurs who want to start up business in difficult areas must be resourceful and learn from their mistakes. In doing so, they may find a new niche market and create wealth for themselves and their communities (Isaga, 2019).

For example, transportation in remote areas necessitate the incorporation of innovative ideas. Many people find traveling interesting because of the different foods he encountered, cultures and landscapes. When people travel, they often discover new things and meet new people. Travel can be a positive experience for everyone if it incorporates sustainable transportation methods. Transportation systems in less populated areas need to be more efficient since it limits travel time and reduces fuel consumption (Mansourianfar & Haghshenas, 2018). People living in remote areas need to travel far from their homes to find work. However, these areas are generally not well connected with the wider world. This limits the business opportunities available to local people and it's essential that sustainable transportation methods help these areas develop new businesses. Some key transport practices include optimizing fuel efficiency, modifying vehicles and ensuring safety during travel (Huang et al., 2018). Each of these helps underdeveloped areas become more economically viable by supporting sustainable transport practices among local entrepreneurs.

This study investigated numerous entrepreneurs' practices that influence transport practices namely travel information, planning and routing, sharing, distance work, payment and price, safety, convenience, space and distribution, health, and mobilities by Gössling (2018) as depicted in Table 1 that the researchers use to explore the transportation practices among indigenous entrepreneurs in Malaysia.

Table 1. Transport Practices Dimensions (Gössling, 2018)

Dimension	Attribute
Travel information, planning and routing	Public transport, alternative transport, integrated transport, car, bicycle, information services (e.g weather), trip suggestions, modal shift
Sharing	Bicycle sharing, car sharing (rental), car sharing (own), ride pooling, shared commuting, park sharing, park renting, ride shares, taxi services, boat sharing
Distance work	Content sharing, chat services, video chat rooms, videoconferencing
Payment & price comparison	Integrated payments, comparison of cost (transport modes, fuel), last minute deals
Safety	Traffic safety improvement, participatory transport systems, safety perceptions, traffic learning
Convenience	Parking space reservation, private parking space renting, parking space payment, park time reminders, park location reminders, illegal parking, crowdedness indicator, shopping
Space & distribution	Efficient use of existing capacities, car sales
Health	Physical activity, energy 'burnt' (calories), kilometers cycled, air quality, pathogen exposure
Mobilities	Virtual travel, travel visualization, competitive travel, co-presence, social status, car cultures

3. Research Methodology

The research project can be regarded as exploratory in nature that can help the indigenous people entrepreneurs to be successful in their business. With this purpose in mind, the project used qualitative approach by conducting a focus group study in determining the entrepreneurship attributes to examine the contribution of each attribute in ensuring business success.

For the first category, 5 selected indigenous people entrepreneurs were gathered. They shared their business experience and give opinion on what determines their success and how these factors help them. They also shared their expectations on the current policies and practices of the relevant authorities in helping them to succeed. At the end of the succession, they provide suggestions on how to overcome the challenges faced by them.

Data analysis involves thematic content analysis where certain themes were created to reflect the responses given by the focus group respondents. By using this analysis, correct themes or attributes can be determined for use in the next stage of the study. The findings from this focus group discussion were verified by the panels of academics who are also the experts in the area of study. The identified themes or attributes of successful entrepreneurs were discussed by these panels. After the final list of attributes has been determined, the next stage involves the creation of the items to assess each attribute. This activity involves the collection of existing items from published previous research work and also suggestions for the panels of experts. The process was carried out repeatedly until the final agreed upon instrument has been determined.

Qualitative semi-structured interview with 5 informants among entrepreneurs' stakeholders. Constant comparison techniques will be used for analysing the data. Triangulation method were used for validity and reliability of the data.

3.1. Research Design

This qualitative study used a transcendental phenomenological research design to encapsulate the indigenous entrepreneur's transportation practices in selected rural areas. Transcendental phenomenology, as defined by Yee (2019), focuses on participant experiences rather than the researcher's judgements. Researchers should leave aside their expertise and approach the phenomena with a fresh viewpoint based on the descriptions of the participants. Transcendental refers to a state in which everything is viewed anew, as though for the first time (Nasir, 2019). Although this condition is seldom attained exactly, the researcher must be aware of the necessity for bracketing and focus as much as possible on the participant's account (Murray & Wilde, 2020). This research strategy began by finding a phenomenon to analyse, then bracketed out one's experiences and collected data from several others who had witnessed the event. The researchers then evaluated the data to discover noteworthy comments or phrases, which they then combined into themes. The researchers supplied a list of the respondents' numerous experiences, structural explanations of their experiences such as how they experienced it in terms of settings, situations, or context, and descriptions that highlighted the general core of the event (Prpa et al., 2020). Selected 5 total respondents were assess their socio-demographic profile such as age, marital status, business experience, monthly sales, number of employees, gross monthly income and monthly expenses. Individual interviews were conducted for this study in order to satisfy the participants' level of knowledge. Using the interview guide, the researchers conducted individual interviews with members of the audience. In this research investigation, a semi-structured interview was chosen to be conducted. A semi-structured interview is a qualitative research approach that uses an open framework to allow for focused, conversational, two-way discussion.

3.2. Participants of the Study

A set of criteria was established to guide the researchers during the selection process, (1) the indigenous entrepreneurs are considered successful in their business and have been in the business for at least one year; (2) they represent various types of business including retail, service, food, online business, apparel, and household products and, (3) they have received various types of aid from certain agencies to boost up their business. Purposive sampling was used to choose all participants. This entails finding and choosing individuals or groups of persons who are particularly educated about or experienced with a topic of interest, according to Moser and Korstjens (2018). Researchers enlisted the help of individuals who supplied extensive information regarding the phenomena under research, transportation practices among indigenous entrepreneurs.

Table 2. Respondents' Profile

Participant	Socio- demographic characteristics			Transportation Practices	
	Age	Sex	Type of business	Years of business	Preferred transportation Platform
Participant 1	43	Male	Fruits and Vegetables	5 years	Motorcycle and pickup truck
Participant 2	42	Male	Fruits and Vegetables	6 years	Motorcycle and pickup truck
Participant 3	35	Male	Fruits and Vegetables	5 years	Motorcycle and pickup truck
Participant 4	38	Female	Traditional and frozen food	7 years	Car and pickup truck
Participant 5	36	Female	Bee's Product	4 years	Car and pickup truck

3.3. Research Instrument

This qualitative research aims to investigate the transportation practices among indigenous entrepreneurs in selected rural area in Malaysia. Several open-ended questions were utilized to measure the responses from the participants. The questions are as follows:

- i. What are the common transportation practices that you used daily for your business operation recently?
- ii. What are the factors that affect the decision to select the preferred transportation platform to run your business recently?
- iii. Why do you consider the preferred transportation platform to be important?
- iv. How does the preferred transportation platform help your business to grow?
- v. To what extent does the transportation factor impact on the business growth?

4. Findings and Discussion

This section discusses the findings found after in-depth interviews conducted with all the respondents. All participants completed a consent form stating their desire to take part in the interview while also ensuring their anonymity throughout the procedure.

4.1. Transportation Practices Dimensions

Several transportation practices have been derived from the experiences of the world's indigenous people. These practices, namely motorcycles, pickup trucks and some use sampan and boat that allow rural areas to be self-sufficient. They help in the distribution and marketing of products. They are also used for communication and the movement of people between villages. The ability to develop effective transportation practices is a sign of a country's economic development. As such, it indicates that the country is ready to take advantage of manufactured goods and urban centres.

Transportation in rural areas has many advantages compared to urban areas. For one, rural areas are dependent on their transportation practices. This makes them more reliable and self-sufficient.

Additionally, it enables those living in rural areas to freely use natural resources for transportation purposes. This limits the cost of materials and promotes sustainability. In addition, these practices provide employment opportunities for people living in rural areas. This helps to subsidize the costs of goods produced by rural people. The practices assessment among indigenous people entrepreneurs is vital to improve the existing human travel practices.

4.2. Factors Affecting the Transportation Practices Preferences

4.2.1. Price

The cost of a motorcycle or a pickup truck will be an important factor in people's transportation practices preferences. The cost of the vehicle, fuel, and maintenance will all play a role in shaping the preference.

4.2.2. Fuel Economy

The fuel efficiency of a particular vehicle will also be an important factor when determining transportation practices preferences. Motorcycles typically have higher fuel efficiency than pickup trucks, making them more attractive for commuters. Motorcycles are significantly more fuel-efficient than pickup trucks, offering up to 50 miles per gallon.

4.2.3. Comfort

The comfort of the vehicle is also an important factor when choosing a mode of transportation. Motorcycles are not typically as comfortable as pickup trucks, making them less attractive for longer trips.

4.2.4. Convenience

The convenience of a particular vehicle can also determine how people transport themselves. Pickup trucks are more versatile vehicles, making them a popular choice for those who need to transport cargo or large items. Pickup trucks have higher payloads and can tow more cargo and typically more rugged and durable, offering more protection in the event of an accident. In terms of versatility, pickup trucks are designed to be versatile and can be used for a variety of applications, from hauling cargo to recreational activities.

4.2.5. Environmental Impact

For those who are environmentally conscious, the environmental impact of a particular vehicle will be an important factor when choosing a mode of transportation. Motorcycles typically have a much low emissions in which motorcycles produce less emission than pickup trucks and can help reduce the amount of pollution in the atmosphere.

4.2.6. Low Cost and Maintenance

Motorcycles are much cheaper to purchase than pickup trucks, making them more accessible for people on a budget. Motorcycles require less maintenance than pickup trucks, due to their simpler design.

4.2.7. Controllable and Importance Dimensions

Table 3 depicts the summary of transportation practices as perceived by respondents regarding the controllable and importance of factors that affect their perception towards transportation services preferences.

Table 3. Summary of Transportation Practices as Perceived by Respondents

	Important	Not Important
Within Control	1. Transportation sharing (Car, pickup truck)	1. Nature of business
	2. Safety (wellbeing)	2. Seasonal demands
	3. Convenience (parking space)	
	4. Distribution	
Beyond Control	1. Public transport (Travel routing)	1. Weather
	2. Distance work (Location of resources to market)	2. Government policy
	3. Payment and price comparison (Fuel, skimming and penetration pricing)	3. Mobilities (virtual travel)
	4. Stocks and availability	
	5. Health	

4.3. Business Natures and Transportation Practices

The transportation practices and preferences of Indigenous entrepreneurs depend heavily on the nature of their business. The most common vehicle among Indigenous entrepreneurs is the pickup truck, since they offer the ability to carry both people and goods. Pickup trucks are also capable of navigating rugged terrain, making them popular among entrepreneurs that operate in remote locations. They are also preferred by entrepreneurs who are involved in agriculture or land management that reflects the respondents experience dealing with farming for fruits and vegetables and also bee’s product or traditional foods.

Cars are a more affordable option for transportation for Indigenous entrepreneurs, as they provide dependable transport for both personal and business needs. Cars are often chosen by entrepreneurs in a city setting, as they are easier to navigate in urban environments. Motorcycles are popular among some Indigenous entrepreneurs due to their low cost, fuel efficiency, and ability to navigate tight spaces. Motorcycles are commonly seen in tourism and remote transport business. Each type of vehicle comes with pros and cons that Indigenous entrepreneurs must consider when choosing what is right for their business. Ultimately, entrepreneurs must determine where the majority of their business travel will occur and choose the vehicle that best fits their needs.

4.4. Transportation Practices and Business Growth

The types of transportation practices used by indigenous entrepreneurs in Malaysia depend largely on their individual economic standing as well as the type of business they are operating. For example,

some businesses may require heavy machinery, which would necessitate the use of pickup trucks or other commercial vehicles. Other businesses may have fewer demanding needs for transport, such as for carrying inventory or for simple short-distance services, and so would be more likely to prefer cars or motorcycles to carry fruits and vegetable from farm to suppliers.

Pickup trucks and commercial vehicles are generally favored by businesses that take on larger, more cumbersome tasks, such as the transportation of goods or supplier services. Their increased cargo capacity allows businesses to perform large-scale tasks in an efficient manner. Cars are commonly used as they are often more affordable than larger vehicles, making them accessible to smaller businesses with tighter budgets. They also provide a more pleasant and comfortable ride, allowing entrepreneurs to arrive at their destination feeling relaxed and refreshed. Motorcycles are typically used by those performing smaller operations, such as delivering items on a local level, or by those aiming to take advantage of their small size and agility.

4.5. Transportation Practices Challenges

4.5.1. Awareness

Public awareness of the advantages of different transportation practices and their implications on business growth needs to be improved among the indigenous entrepreneurs. This can be achieved through education and training on the specific needs of a business, the types of transportation to meet those needs and its impact on the bottom line.

4.5.2. Availability

Availability of the different types of transportation practices and their needs to be made available to meet the needs of the businesses. This is especially true for pickups and motorcycles, as access to these forms of transportation is often limited due to their specific design and cost considerations.

4.5.3. Accessibility

Public transportation for pickup trucks, cars and motorcycles is often limited in many parts of Malaysia. This limits access to businesses, especially to those in remote locations. Businesses need to be provided with better access to these types of transportation in the form of designated routes and even government subsidies.

4.5.4. Subsidies

Government subsidies or other forms of financial assistance can help promote the increased use of pickup trucks, cars and motorcycles among Indigenous entrepreneurs.

5. Conclusion

This exploratory study sought to investigate the use of transportation practices among Indigenous entrepreneurs in the rural area of Malaysia. An interview was administered to 5 Indigenous entrepreneurs in the selected rural area to assess the various transportation practices used for business purposes. The results revealed a high degree of usage of pickup trucks and car as main preferences of transportation and private vehicles for business activities. The study also highlighted a variety of factors influencing the transportation practices of Indigenous entrepreneurs, such as economic constraints, convenience, and accessibility. In conclusion, this study highlights the importance of transportation practices among Indigenous entrepreneurs in the rural areas and their need for improved transportation infrastructure. Transportation is a significant supporter to economic development and is fundamental for the social wellbeing. Sustainable transport utilizes strategic operations that empower humanity to build economy wealth and social engagement with predictable and versatile improvement across various transportation methods. How transport is linked to the wellbeing has been well studied, but the focus was mainly on the urban settings and vulnerable population groups including the elderly and the disabled. The understanding towards the indigenous groups living in remote areas, and their struggles to make themselves mobile for earning a better life is less studied. This has become a paradox considering extreme distances and limited access to service and economic participations are the key obstacles for remote communities' sustainable development. Therefore, this study explored the perception and concerns of the remote indigenous communities on current transport availability and their well-being.

For sustainable development of a region, the availability of transport facilities is important. However, in remote areas, the limited accessibility of transport facilities can lead to low economic development and higher unemployment rates. Therefore, the reviewed studies provide us with a systematic approach to investigate the transport practices and road safety attitudes and wellbeing drawn from tools used in existing studies. The physical and mental health of individuals as well as their economic development depend on the type of travel they make. The self-sustained and self-employed mobility groups make use of private transport such as bikes and automobiles. On the other hand, individuals who are part of a group or work as freelancers travel by public transport such as buses or trains. In addition, cargo movement is also carried out by rail systems and ships. From these methods, it's clear that individuals with different needs have diverse mobility options.

Transportation is an integral part of daily life. It is also a major energy source and contributor to the development of infrastructure. This includes the transportation of human beings, goods, information and gases. The mode of transportation can be either active or passive. Among the modes of transportation, vehicles that run on fuels such as gasoline, diesel and coal are considered harmful. However, vehicles that run on alternative fuels such as bioethanol or electricity are more beneficial. This is because they emit less harmful greenhouse gases into the atmosphere or environment and reduce CO₂ emissions. Many indigenous people in rural areas depend on their livelihood from transporting goods and people. In some cases, they practice harmful transport methods such as riding animals or walking long distances to carry goods, they also use homemade carts to carry goods.

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