



الجامعة الإسلامية العالمية ماليزيا  
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA  
يُونَيْبَرَسِيَّتِي اِسْلَامُ اِنْتَارَا اِبْغُسَا مِلْسِيَا

Garden of Knowledge and Virtue

# eTIJARI

INSPIRING MILLENNIAL  
ENTREPRENEURS

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## Business Quote

*Never start a business  
just to **MAKE  
MONEY**  
Start a business to  
**MAKE A  
DIFFERENCE***

-MARIE FORLEO-

## THE MONKEY MIND

BY: DR. NUR SHAKIRA MOHD NASIR



## POINTS TO PONDER

What does it take to be an entrepreneur? Most people will say money. On the other hand, the real culprit that hinders one from becoming an entrepreneur is the negative thought in one's mind. Once the monkey mind takes over, the negative self-talk about how we are not good enough or smart enough to be an entrepreneur may force us to stay in our comfort zone.

Hence, what is the monkey mind? Mainly, the stream of worries that run through our heads. Sometimes the worries can be chaotic. They can be something from our past, present, or future. These feelings happen due to several reasons; for example, our past failures and regrets keep replaying over and over and as a consequence, we are afraid to move on or try new things because we don't want to experience failure again. Sometimes, our pessimistic mind might tell us most small businesses fail anyway and we don't have the know-how to succeed, or it might remind us about our past failures and the pain that we could experience again if we venture forth. As a consequence, the monkey is able to prevent us from trying new things to avoid disappointment. The worries can also come from the commitments that we are currently responsible for, making us feel doubtful about proceeding with a new plan. This is because the new plan may demand us to add more to the commitments already at hand.

Therefore, to be an entrepreneur, managing the monkey mind is very important because an entrepreneur is all about how the mindset and action are related. As an entrepreneur, managing the monkey mind helps us to avoid action doubt. Study shows the feeling of uncertainty is one of the reasons that hinder entrepreneurs from taking action because they are not able to foresee the outcome of the decision. Sometimes, some individuals are reluctant to be entrepreneurs despite having an impressive business model because of action aversion. For example, the chattering monkey mind will keep saying that starting a business may involve too many procedures and a lot of hassles causing some individuals to refuse to do it, not because the idea is not feasible but because of the feeling of aversion.

Lastly, as entrepreneurs, we have to avoid the chattering monkey to inculcate action fear in us. Action fear refers to the anxiety that exists within us when we are trying to accomplish important developments for the sake of our business growth. Action fear can be positive and negative depending on the context. For example, for an ambitious and enthusiastic entrepreneur who always wants to be in the know of current business trends and afraid of missing out, action fear may motivate him/her to always take action. However, for an entrepreneur who is a non-risk taker, action fear may cause him/her to delay implementation of the action. The fear of loss may prevent one from turning their entrepreneurial intentions into actions. For example, they will be more careful about their activities, especially when they focus on potential losses rather than potential benefits.

In conclusion, it is very important to manage the monkey and to prevent it from becoming dominant. Subsequently, we should try to tame the monkey so that it will not affect our potential to be successful entrepreneurs.

# Article of The Day

## BREAK FREE FROM LIMITED BELIEF

By: Melani Tasha Nor Hisham

@tasha.essentials



Silver Leader,  
Think Essentials Team  
Young Living Essential Oils (YLEO)

I was first introduced to YLEO back in 2018 – it was love at first scent! Young Living Essential Oils are widely known for their aromatherapy effects and are basically an alternative for those who wish to switch to natural products and live a healthier lifestyle. These essential oils can also be great support for a focused mind, body and healthy emotions. A member will also get an advantage by distributing YL products and using their platform to earn income.

YLEO became very popular in 2020 when they took advantage of the Covid-19 situation. Their sales trend went up during the pandemic. At first, I was sceptical with the Multi-Level Marketing (MLM) industry as my idea of a business is to start my own brand which I have been doing for the past few years. But an integral part to being an entrepreneur is not being afraid to try ... and fail. I had a mind for business since I was young – not once in this industry – but that a lot had set me on the path to where I am today.

Being in business is definitely a huge challenge. What started as fun and easy will become tough. Roles and focus will gradually change without us realizing it. But what's important is to keep on walking through this journey, embracing all the challenges and to always trust the process. I'm glad I chose to try because I might have missed all the acknowledgements and rewards if I didn't. And who would have thought that the decision to try has resulted in my free trip to Lavender Farm in Utah, USA!



## BIZ TIPS

### BRAND ARCHETYPES

"Brand archetype defines what a brand is, what it stands for, and portrayed its relationship with consumers."

#### Benefits:

- Personifies the brand.
- Act as persuasive tools.
- Provides shared meaning and values across culture which signifies trust.

Source: Siraj & Kumari  
(2011: 47-49)



SAGE: IIUM

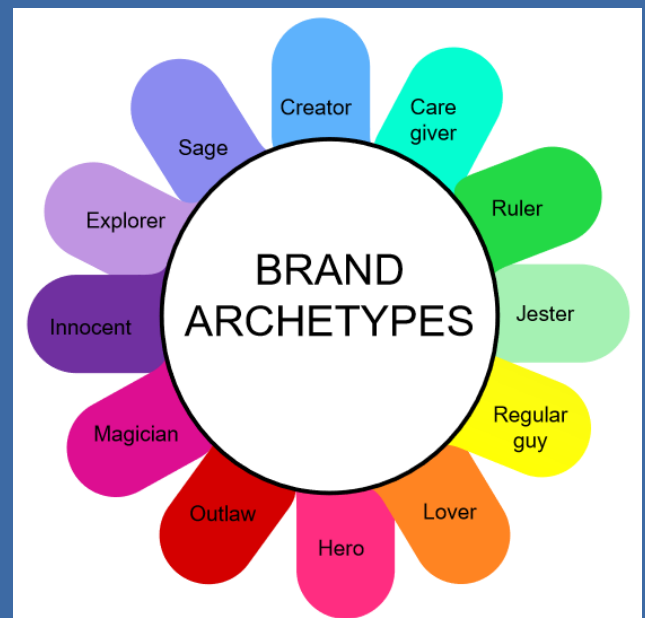


Mercedes-Benz  
The best or nothing.

RULER: MERCEDES-BENZ



EVERYMAN: IKEA





# Malaysia Digital Economy Blueprint

On February 19, 2021 the Prime Minister Tan Sri Muhyiddin Yassin has launched the Malaysia Digital Economy Blueprint (MyDIGITAL). The blueprint is designed to accelerate digital transformation and adoption of technologies across various economic sectors. Below are excerpts from the blueprint.

## MALAYSIA DIGITAL ECONOMY BLUEPRINT

### VISION

To be a regional leader in the digital economy and achieve inclusive, responsible and sustainable socioeconomic development

### OBJECTIVES

Encourage industry players to become creators, users and adopters of innovative business models under the digital economy

Harness human capital that is able to thrive in the digital economy

Nurture an integrated ecosystem that allows society to adopt digital economy

### 6 THRUSTS

**1**  
Drive digital transformation in the public sector

**2**  
Boost economic competitiveness through digitalisation

**3**  
Build enabling digital infrastructure

**4**  
Build agile and competent digital talent

**5**  
Create an inclusive digital society

**6**  
Build trusted, secure and ethical digital environment

### 22 STRATEGIES

**S1:** Managing change for effective digital transition

**S2:** Leveraging digital technology to improve workflow efficiency and productivity

**S3:** Enhancing digital skill sets of civil servants

**S4:** Utilising data to improve government services

**S5:** Increasing scope and quality of online services for better user experience

**S1:** Facilitating digital adoption, access and effective use of digital technology across all firm sizes & digital maturity level

**S2:** Accelerating industry development by enhancing local participation

**S3:** Streamlining regulatory requirements to respond to digital economy and encourage innovative business models

**S4:** Developing digital industry cluster and driving entrepreneurial activity

**S1:** Utilising regulatory measures to expand infrastructure coverage

**S2:** Leveraging digitalisation to address legacy challenges

**S3:** Enhancing digital technology infrastructure capabilities

**S1:** Integrating digital skills into education at primary and secondary level

**S2:** Shifting focus of vocational and tertiary education from job-specific skills to competencies and adaptability

**S3:** Reskilling current workforce with the digital skills needed to stay relevant

**S4:** Ensuring that gig workers are protected and equipped with the right skills

**S1:** Increasing inclusivity of all Malaysians in digital activities

**S2:** Empowering special target groups in the society to participate in the digital economy through entrepreneurship

**S1:** Strengthening safety and ethics in digital activities and transactions

**S2:** Enhancing institutions commitment to personal data protection and privacy

**S3:** Improving cross-border data transfer

**S4:** Increasing cyber security uptake among businesses

### 48 NATIONAL INITIATIVES

### 28 SECTORAL INITIATIVES

The Malaysia Digital Economy Blueprint will enable Malaysia to fully benefit from the digital economy. This Blueprint is aligned with the WKB 2030, the 2030 Agenda for Sustainable Development and Twelfth Plan to ensure structured and coordinated efforts towards a common goal.

### SHARED PROSPERITY VISION 2030



- Development for all
- Addressing wealth and income disparities
- A united, prosperous and dignified nation

### 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT



- Ensure economic, social and technological progress occur in harmony with nature
- Ensure all rakyat enjoy prosperous and fulfilling lives in dignity and equality
- Ensure environmental sustainability to support the needs of present and future generations

### TWELFTH MALAYSIA PLAN



- Resetting the economy
- Accelerating technology adoption and innovation
- Strengthening security, wellbeing and inclusivity
- Advancing environmental sustainability
- Strengthening the public sector

The Malaysia Digital Economy Blueprint is led by the following three guiding principles:

#### Inclusivity

to ensure nobody is left behind as a result of digitalisation.

#### Ethics

to ensure that data and digital tools are used in an ethical manner.

#### Trust

to ensure the growth of the digital economy, without compromising privacy and cyber security.

### VISION

### 3 OBJECTIVES

### 6 THRUSTS

### 22 STRATEGIES

### 48 NATIONAL INITIATIVES

### 28 SECTORAL INITIATIVES

Source:

<https://www.epu.gov.my/sites/default/files/2021-02/malaysia-digital-economy-blueprint.pdf>





# Upcoming Events

KENT WEBINAR 2.0

الجامعة الإسلامية العالمية ماليزيا  
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA  
Garden of Knowledge and Virtue

## F.O.M.O IN DIGITAL ENTREPRENEURSHIP:

### VOICES OF KIRKHS STUDENTS



**AHMAD SYAFEEN MOHD NOSRI**  
Digital art freelancing  
@feenthehuman  
English Language and Literature (ELITS)



**ADLIN NURNISA ZUHAIMI**  
Founder @linnisa.cookies  
Sociology and Anthropology (SOCA)



**SALMAN HILMI AMIR HUSIN**  
Founder @salmancookiess\_hq  
Fiqh and Usul Fiqh (RKFAQ)

**MODERATOR**



**BR. NOR ISKANDAR MAZLAN**  
Assistant Director KENT

**09 APRIL 2021 (FRIDAY)**  
**10:00 A.M TO 12:00 P.M**

**ORGANIZER:**  
**KIRKHS ENTREPRENEURSHIP COMMITTEE (KENT), IIUM**

**PLATFORM GOOGLE MEET**

**FOR INQUIRIES, EMAIL:**  
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Sr Tg Sy Adibah-tsadibah@iium.edu.my

**ECERTIFICATE AND STAR POINT WILL BE AWARDED**

Register  SCAN ME

Registration link:  
<https://forms.gle/4muRowz48c2M5WZo6>

KENT WEBINAR 3.0

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**23.04.2021 (Friday)**  
10:00 a.m -11:30 a.m  
ORGANIZER:  
**KIRKHS ENTREPRENEURSHIP COMMITTEE (KENT), IIUM**

## DIGITAL ENTREPRENEURSHIP IN KIRKHS: A NEW CONVERSATION



**ASST. PROF. DR. ROS ANIZA MOHD SHARIFF**  
Director EDC, IIUM  
Certified Trainer under MDEC and HRDF



**DR. MOHD NOH ABDUL JALIL**  
Deputy Dean  
Student Development and Community Engagement, KIRKHS, IIUM.

**MODERATOR:**



**BR. NOR ISKANDAR MAZLAN**  
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**ECERTIFICATE AND STAR POINT WILL BE AWARDED**


Register  SCAN ME

Registration link:  
<https://forms.gle/hAesXBvZ7Vs4bMbS8>



FOR ANY INQUIRIES AND ARTICLE CONTRIBUTION:

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