

# eTIJARI

INSPIRING MILLENNIAL ENTREPRENEURS

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## POINTS TO PONDER

*Digital Leadership: Human Leaders in the Digital Age*



Dr. Syaza Farhana Mohamad Shukri  
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Without a doubt, COVID-19 accelerated migration from a traditional to a digital mode of doing business, learning, as well as developing human relationships. In business, startups have taken over traditional corporations without requiring a large pool of employees because of their ability to take advantage of technological developments. Even in Malaysia, we can think of Naluri Life, iPrice Group, FashionValet, TheLorry.Com, and BookDoc as some examples of valuable startups with less than 100 employees.

How do these businesses thrive in such a competitive marketplace? One possible reason is having an effective digital leader. Digital leadership is not very different from traditional leadership except that people at the top are experts at leveraging on digital assets to get the desired outcomes for any business which are to survive, sustain and most importantly, profit. These assets that have become commonplace today include software licenses and cloud services. Studies have shown that companies that invest in these assets are more likely to experience growth than those who are stuck in times [1].

Does this mean that the only people to succeed in business today are those who possess technical skills and know-how such as coding and computer languages? Fortunately for the 52.82 percent of Malaysian students who do not study STEM subjects [2], the answer is "no". Having the right skillsets may be advantageous, and luckily, there is always room to learn and upskill throughout a person's lifetime. More importantly, an effective digital leader is one who is agile to changes, dedicated to learning, and empathetic to her employees.

Digital leadership requires a person who understands the world is constantly changing and they should not be averse to new systems. A leader, digital or traditional, is someone who creates an exciting vision that inspires people to work towards achieving a goal. Thus, a digital leader is someone who expertly uses tools available today such as video conferencing to communicate with her team even when her employees may not be physically present as they navigate the post-pandemic world. Abandoning technology and going back to old ways of communication might be counter-productive and time consuming.

A digital leader is someone who is able to manage her team well without having to be feet apart from each other. This can be done through various means to share and cooperate on documents using cloud services and online whiteboards. With such technology, a business can readily expand as it enables more collaboration with people living in different time zones. A digital leader is not limited by the presence of her colleagues as she can monitor her team's progress using online platforms such as an organization calendar. This ensures that deliverables are completed on time.

Most importantly, a digital leader is a capable entrepreneur with an ability to look at the bigger picture as businesses are affected by digital disruption and transformation. Digital leadership necessitates the capacity to identify risks and opportunities for change, most frequently through data analysis. Looking at most job requirements today, analytical skill is always at the top followed by other technical skills. This shows that data-driven thinking skills are still valued in the digital age to challenge the status quo.

Finally, digital leadership also demands human touch as there is no leader without her team. In uncertain times, an effective digital leader is one who understands the different strengths of her employees and work within those parameters instead of forcing all to fit a decades-old mould of extroversion and expectation of 'water cooler talks'. Employees may now be more comfortable with personal conversations online. Therefore, companies and individuals must embrace digital leadership going forward, as it is the best assurance of attracting top talent, which would pave the road for improved revenue.

*eTIJARI Editorial  
Board wishes all  
readers happy  
EID-UL ADHA  
1443 HIJRAH!*

## Biz Quote

"If you ask any successful business person, they will always have had a great mentor at some point along the road."

-RICHARD BRANSON-

[1] Accenture. (n. d.) Make the leap, take the lead. <https://www.accenture.com/us-en/insights/technology/scaling-enterprise-digital-transformation#:~:text=Scaling%20digital%20transformation%20with%20innovative,create%20value%20for%20multiple%20stakeholders>.

[2] Bernama. (2021, October). Malaysia needs to increase percentage of students in STEM - Dr Adham. [https://www.nst.com.my/news/nation/2021/10/734985/malaysia-needs-increase-percentage-students-stem-dr-adham#:~:text=Citing%20the%20Education%20Ministry's%202020,Education%20and%20Training%20\(TVET\)](https://www.nst.com.my/news/nation/2021/10/734985/malaysia-needs-increase-percentage-students-stem-dr-adham#:~:text=Citing%20the%20Education%20Ministry's%202020,Education%20and%20Training%20(TVET))

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# ARTICLE OF THE DAY



AIMAN RUSMAN  
Founder @manpucukubi

## The Journey

**“Life is like a box of chocolates. You never know what you’re gonna get”  
- Forrest Gump-**

What do a fictional character that won multiple awards and myself have in common? Well, both of us ran a long way to achieve our dream. Forrest Gump ran until the end of the world like there was no tomorrow. On the other hand, I also ran quite a lot to finish my degree. However, during our journey we both had meaningful encounters with numerous people. Mr Gump won a medal and the heart of a nation with his odyssey while I won a degree in SOCA and discovered a path of inspiration from an unlikely source. I became the founder of Man pucuk ubi goreng (@pucukubiman) that exists on Instagram.

Forrest Gump began his running from Mobile, Alabama while my journey began in a room with four walls and an online class in relation to economy. Believe me, if you asked me 4 or 5 years ago if I would become an entrepreneur, I would say you must be joking. However, the adventure began during the early stages of the Covid-19 which dramatically altered the way of our life and led to the rise of online business. Somehow, that economy class developed an entrepreneurial side for me and my classmate.

The journey had its ups and downs even until today. From a person that barely even knew about basic economy stuff to the complexity of managing stocks I had to face it all. It was overwhelming to say at least but I am grateful that my circle of family, friends and lecturers were very supportive throughout the journey. My family was helpful in motivating me to not be discouraged by setbacks faced in the business. My friends and lecturers that bought my product, always giving feedback and repeating orders were a blessing to me. Hence, I always remind myself that no man is an island and sometimes it is not all about the money that gave you the drive but seeing your circle of network pushing you to be better that makes it great.

I as a rookie entrepreneur had to dig deep to establish my brand. However, along the way you need guidance from fellow entrepreneurs in order to succeed. For example, enquiring to fellow friends that are already established in the business setting about certain tidbits to improve my product. Moreover, learning to communicate with the customers is very crucial in order to adapt to their needs and modify certain aspects of the product. Without the customer's support and engagement, the product will not be meaningful in my opinion due to my objective of delivering happiness with the fried cassava leaves.

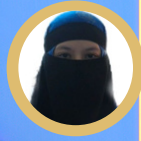


I personally always emphasize on trusting the process in whatever you are doing. Rome was not built in a day and so an entrepreneurship journey. There will be days you will feel disheartened but that is the learning process you need to learn to make a comeback on another day. In addition, you need to always be fully committed and thoughtful while becoming an entrepreneur. These two elements will complement each other greatly when you are in the process. In addition, who knows the chocolate might taste good after all right?



# REFLECTIONS FROM THE REVELATION

## Motivational Quotes on Entrepreneurship from Prophetic Hadiths



Dr. Zunaidah Mohd Marzuki  
Department of Qur'an and Sunnah Studies,  
AHAS KIRKHS

Entrepreneurship is indeed one of the important sectors of human life that impact not only economic growth but also individual and social development. The use of the word *تجارة* (*tijarah*) in several parts of the Qur'an and other discourse and guideline of conducting business shows that the Holy Quran and entrepreneurship have had a close relationship which describes its remarkable importance. Nevertheless, entrepreneurship also was a career of the Prophet Muhammad (ﷺ) since his teenage which he experienced from his paternal uncle Abu Talib. During his youth he was a merchant who worked with Khadijah who then get married with him. The Prophet (ﷺ) had set us exemplary as a good and wise businessman both in action and word before and after his prophethood which began at the age of 40. His focus on da'wah and leadership mission, after his prophethood, includes guiding people on business ruling and ethics based on Allah's revelation which are preserved in many books of Hadith.

Perhaps these three selected citations given below from the Prophetic Hadith might motivate us to experience the importance of doing business and entrepreneurship:

### First hadith:

«رَافِعُ بْنُ خَدِيجٍ، قَالَ: قِيلَ: يَا رَسُولَ اللَّهِ، أَيُّ الْكَسْبِ أَطْيَبُ؟ قَالَ: «عَمَلُ الرَّجُلِ بِيَدِهِ وَكُلُّ بَيْعٍ مَبْرُورٍ».

Meaning: Rafi' b. Khadij said God's Messenger was asked what type of earning was best and replied, "A man's work with his hand and every business transaction which is approved."  
(*Musnad Ahmad Ibn Hanbal*. Hadith grade: *Hadith Hasan*.)

### Second hadith:

عَنِ الرَّبِيعِ بْنِ الْعَوَّامِ - رَضِيَ اللَّهُ عَنْهُ - عَنِ النَّبِيِّ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ قَالَ: «لَنْ يَأْخُذَ أَحَدُكُمْ حَبْلَهُ فَيَأْتِيَ بِحِزْمَةِ الْحَطَبِ عَلَى ظَهْرِهِ فَيَبِيعَهَا فَيَكْفَى اللَّهُ بِهَا وَجْهَهُ، حَيْثُ لَهُ مِنْ أَنْ يَسْأَلَ النَّاسَ أَعْطَوْهُ أَوْ مَنَعُوهُ».

Meaning: Narrated Az-Zubair bin Al-`Awwam: The Prophet (p.b.u.h) said, "It is better for anyone of you to take a rope (and cut) and bring a bundle of wood (from the forest) over his back and sell it and Allah will save his face (from the Hell-Fire) because of that, rather than to ask the people who may give him or not."  
(*Sahih al-Bukhari*. Hadith grade: *Hadith Sahih*.)

### Third hadith:

عَنْ أَبِي سَعِيدٍ، عَنِ النَّبِيِّ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ قَالَ: «التَّاجِرُ الصَّدُوقُ الْأَمِينُ مَعَ النَّبِيِّينَ وَالصَّدِيقِينَ وَالشَّهَدَاءِ».

Abu Sa'eed narrated that the Prophet (p.b.u.h) said: "The truthful, trustworthy merchant is with the Prophets, the truthful persons, and the martyrs."  
(*Sunan al-Tirmidhi*. Hadith grade: *Hasan* according to Imam al-Tirmidhi.)

These hadiths motivate us to strive ourselves in earning by our own hands or by doing business whereby every business following Islamic rules is amongst the best ways of earning. Islam encourages us to put self-effort in earning and discourages us from begging as explicitly told by the hadith that selling anything halal such as wood is better than asking others. Being given a glad tidings of staying in paradise with the Prophets, the truthful persons, and the martyrs, for a truthful and trustworthy merchant, an entrepreneur is inspired to do the best in obeying Islamic rules of business to qualify the honour.

Upon looking the beauty of the hadiths, entrepreneurs might reflect and remember them as inspirational quotes. As entrepreneurship is a journey with challenge, risk, and loss other than profit, it is very significant for entrepreneurs to seek spiritual support from the Qur'anic and Prophetic guidance. Besides that, all Muslims who involve in business transaction either as a seller or a buyer must learn and follow Islamic guidelines, rules and regulations laid down by Quran, Sunnah, and legal scholars in order to be accepted and blessed by Allah and hence might be gathered with the Prophets, the truthful persons, and the martyrs in the paradise.

### References:

Ahmad Ibn Hanbal. (2001) *Musnad Ahmad ibn Hanbal*. Beirut: Muassasah al-Risalah.

Al-Bukhari, Muhammad bin Ismail. (1980). *Sahih al-Bukhari (Al-Jami Al-Musnad Al-Sahih Al-Mukhtasar Min Umur Rasul Allah Sallá Allah Alayhi Wa-Sallam Wa-Sunanihi Wa-Ayyamihi)*. Beirut: Dar Tūk al-Najah.

Al-Tirmidhi, Muhammad ibn Isa. (1975). *Sunan al-Tirmidhi*. Egypt: Maktabah Mustafa al-Babi al-Halabi.

*Sunnah.com* for the translation of the hadiths.

# KENT. eTIJARI Success Story



**Puteri Haslin Dyana Hasbullah**  
*Department of Sociology & Anthropology,  
AHAS KIRKHS*

## Entrepreneurship Development Centre (EDC) Appreciation Day 2021

EDC Appreciation Day 2021 was held on Friday 24th June 2022 at Banquet Hall, IIUM. Every great work done and milestone achieved by the students and their lecturers throughout the years deserved the utmost appreciation and respect. In order to recognize their hard work, grit and dedication, several awards for business success were presented by Rector of IIUM, Prof. Emeritus Tan Sri Dato' Dzulkifli Abdul Razak and Director of EDC, Asst. Prof. Dr. Ros Aniza binti Mohd Shariff.

Indeed, by gaining real-world experiences through business mentoring, the successful young entrepreneurs are responsible to sustain and upgrade their business skills. The awards given has displayed the great way to inspire the other students to compete for the industries during the challenging time. This momentous milestone hopefully could encourage many other students to be a job-creator and as an initiative to improve living standard and our national economy for the better future.



Top Entrepreneurship Educator for  
Highest Sales Reported: Assoc. Prof Dr.  
Aida Mokhtar (COMM)- 3rd place.



Top Entrepreneurship Educator for Highest  
Sales Reported: Assoc. Prof Dr. Nurazzura  
Mohamad Diah (SOCA)- 5th place.







Best student Entrepreneurship Award  
(Group): Linnisa Cookies- 3rd place.



# Biz Tips

## Tips to Create Videos for Business

-  Follow current trend
-  Show tutorials
-  Emphasize human elements
-  Use user-generated contents (UGC)

### Upcoming Events

Industry-Based Business Training (INBT)  
**LATIHAN ASAS BISNES PERKHIDMATAN PENGINAPAN**

Memberi "real-life experience" kepada individu yang ingin menceburi bisnes perkhidmatan penginapan. Dibimbing oleh Pemain Industri, latihan asas ini menyediakan peluang kepada para peserta untuk **merasai sendiri pengalaman menguruskan bisnes** dalam industri ini.

**Terhad Kepada 30 Orang Sahaja!**

**INSKEN**

**28-31 Julai 2022** (Jumaat-Ahad) **RM250** Sahaja! **Perak**

**KOMPONEN LATIHAN**

- Sesi Perkongsian Daripada Pakar Industri
- Latihan Asas Industri & Tips Bisnes
- Pengalaman Sebenar Menguruskan Perniagaan Selama Sehari

**MODUL LATIHAN**

**Peserta akan mempelajari:**

- ✓ Tips & amalan terbaik industri
- ✓ Accomodation services business standard & guideline
- ✓ Kos & peralatan asas permulaan perniagaan
- ✓ Memperkenalkan teknik jualan & pemasaran yang boleh digunakan dalam bisnes perkhidmatan penginapan
- ✓ Teknik pemasaran yang relevan mengikut trend terkini
- ✓ Pengurusan kewangan bisnes

\*Individu yang sudah mula berniaga digalakkan untuk turut sertai!

Daftar sekarang di [www.rebrand.ly/INBT2022\\_Penginapan](http://www.rebrand.ly/INBT2022_Penginapan)

[www.insken.gov.my](http://www.insken.gov.my)  
 #keluargausahawan

**LET IDEAKITA TAKE FLIGHT**

**MDEC**

SCAN FOR RSVP <https://bit.ly/IdeaKitaKL>

- Have a tech idea but don't know where to start?
- Have a burning desire to build your own tech company?

**COME AND JOIN US**  
 For IdeaKita Roadshow an initiative by MDEC

**TAYLOR'S UNIVERSITY**  
 Where Integrity. Exceeds.

**JULY 29**  
 Lecture Theatre 21 & 22, Taylor's University Lakeside Campus  
 9:00AM - 100PM

**ROADSHOW AGENDA**

- 9:00 AM IdeaKita Introduction
- 9:30 AM Session 1: Opportunities in Kuala Lumpur and Malaysia  
 Presentation of problem statements & challenges
- 10:40 AM Session 2: Founders' Voyage: How it starts with a crazy IDEA  
 Sharing session by Nadhir Ashafiq, CEO of TheLorry
- 11:10 AM Design Thinking Workshop: Creating Ideas and Startups  
 out of Opportunities
- 12:20 AM Speed Dating for Co-founders  
 (Networking & Light Refreshment)

**MD MALAYSIA DIGITAL**

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