

THE SUSTAINABILITY ENTREPRENEURSHIP IN ADAPTIVE RESILIENCE AMONG INDIGENOUS COMMUNITY IN MALAYSIA

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Abstract: Understanding the socio-cultural background and how entrepreneurs perceive and respond to unfavourable environmental conditions is required when investigating the relationship between resilience, sustainability, and entrepreneurship from the perspective of an indigenous community. Taking into the account of theory of planned behaviour, the aim of this study is to investigate the relationship between characteristics of sustainable attitude, sustainability norms, sustainability behaviours, and opportunity recognition with indigenous entrepreneurs' adaptive resilience. The research design employed in this study was cross-sectional and correlational. The most effective approach to use is a quantitative approach to evaluate the impact of sustainable attitudes, sustainability norms, sustainability behaviours, and opportunity recognition on indigenous entrepreneurs' adaptive resilience. A questionnaire survey of 500 respondents from Malaysia's indigenous community was used to gather data. A questionnaire survey of 500 respondents from Malaysia's indigenous community was used to gather data. The findings of this study show that most indigenous groups believe that sustainability in terms of attitudes, behaviour, and opportunity recognition has increased the aim of moving forward in entrepreneurs' adaptive resilience as compared to sustainability norms. Given that resilience is a malleable competency and that there is a positive relationship between sustainable behaviour and resilience, institutional actions are required to reinforce the social esteem of the entrepreneur among indigenous community to cope with environment challenges.

Key words: sustainability attitude, sustainability norms, sustainability behaviour, opportunity recognition, indigenous community, adaptive resilience

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Introduction

Due to the COVID-19 pandemic and its wide-ranging effects on society and the economy, the route to reach the Sustainable Development Goals (SDGs) has changed considerably for everyone, which includes the global indigenous population of 476 million. SDG Goal 1 that included no poverty element focused on eradicating poverty among the poorest people in the country. The United Nations (2020) stated that the COVID-19 outbreak has led to a reduction in economic growth, more unemployment, and higher levels of poverty and hunger worldwide. In 2020, a worldwide drop in output of 5.2% was anticipated, while this figure could have risen to 8%, should lockdown conditions have continued past the middle of that year. A drop in global gross output might result in an additional 25 million people losing their jobs. Countries all throughout the world have implemented recovery plans totalling about 10% of GDP, but the results have been varied. If such resources are used effectively, this would assist both recovery and rebuilding, thus enabling the economic expansion and employment creation after COVID-19 to be better aligned with longer-term growth. The individual or group capacity for new economic activities is demonstrated through entrepreneurship (Neumann, 2021), which can be regarded as a means of alleviating poverty in society and developing poorly developed regions (United Nations Conference on Trade and Development (UNCTAD), 2008). This approach may lead to innovative manufactured items, modes of production, organisational projects, as well as combinations of products and the market. Any individual entrepreneur, meanwhile, will try to introduce their new schemes and products into a current market. The activities related to such products will enhance economic and national development. Many Indigenous peoples have long been encouraged to participate in tourism in order to improve their quality of life and socioeconomic status. Indigenous tourism, also known as ethnic or tribal tourism, has been a rapidly rising trend in recent years (Carr et al., 2016). The competent authorities provide great support to the Indigenous communities as part of balanced development. The government is essential for fostering economic growth and avoiding increasing self-reliance through local community participation in tourism activities. Thus, entrepreneurship, particularly Indigenous tourism, is one of the ways that helps the Indigenous people achieve economic growth and development while also reducing poverty. Indigenous tourism is commonly viewed as a way to provide socioeconomic

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benefits for Indigenous peoples, communities, and host areas all over the world. Indigenous tourism, like all types of tourism, should surely be guided by notions of sustainable development and natural resource management in its conception, implementation, and administration (Carr et al., 2016). In such cultural situations, the role of tourism is problematic. While numerous advantages to the economy and society can be created due to tourism, the industry might contribute to various forms of injustice. These include Indigenous heritage being misrepresented, as well as Indigenous people being marginalised or perhaps even prevented from accessing sites that are protected or important ancestral territories. Other issues include damage to the environment, as well as the inequitable allocation of the expenses and incomes arising from the growth of tourism (Bright et al., 2021). Tourism, on the other hand, has the potential to address social and cultural such as attitude, norms, behaviour as well as opportunity recognition inequalities by combating stereotypes and marginalisation, as well as enabling respect and recognition of minority communities (Abrams, 2010).

Indigenous entrepreneurs are often short-term and less maintained, despite several government incentives and programmes. It has been claimed by scholars with both Indigenous and non-Indigenous backgrounds that a key aspect of entrepreneurship and research is the sociocultural context, especially when Indigenous groups are concerned (Tapsell and Woods, 2008; Overall et al., 2010). Considerable discussion has occurred in relation to context. This involves the conception of the term and the ways it has been investigated empirically, as well as how these themes are connected to distinct organisations, collectives, and individuals (Ruwhiu and Cone, 2010; Jack et al., 2013). Canada consented to this, stating that indigenous businesses can help the country thrive economically. This is because indigenous-owned and run businesses contribute to and strengthen Canada's economy by providing valued services and goods (Gladu and Power, 2017). In India, Doran et al. (2018) argue that entrepreneurship is critical for economic progress. Since the need to create employment is a major issue in India, innovation through entrepreneurship has been established and assisted by the government throughout the country to expand the creation of jobs (Gladu and Power, 2017). Therefore, it is vital to ensure that Malaysian indigenous entrepreneurs are adaptively resilient so that a viable economy on-reserve can be established, jobs created, and the standard of living raised. Entrepreneurs from aboriginal communities are essential to the development of a viable economy on-reserve, the provision of work, as well as reductions in money outflows and younger locals moving away to seek employment elsewhere (Derani et al., 2020).

The historical and socioeconomic circumstances in Malaysia have shaped the emergence and development of small companies and entrepreneurship (Chye, 2012). Within the government's remit of benefiting and contributing to Malaysia's economy, it has continually endeavoured - via several channels - to promote the participation of local small companies and entrepreneurs in numerous fields of industry, one of which is tourism. Given this background, particular attention has been devoted by the authorities to indigenous development. There are various reasons for this: they represent a significant type of Indigenous community and several groups of minorities, while their social and economic requirements must be met. The projects that have been undertaken include building fixed settlements, as well as providing educational facilities, rural road networks, electrical power, water, and social facilities (Khor, 2001). While indigenous entrepreneurs have been researched to some extent, the main focus of the existing literature has been general overviews, examining, for instance, the involvement of indigenous players in eco-tourism (Molina-Ramírez and Barba-Sánchez, 2021); tourism-related capacity building by indigenous players and the ways this connects to opinions and normal practices concerning sustainability, the movement of people, and broad-mindedness (Mansor et al., 2020); indigenous businesses; and dependence on the government (Ghosh, 2011). With these, it's still unclear how social culture including sustainability attitude, sustainability norms, sustainability behaviour and opportunity recognition, will enhance indigenous entrepreneurs' adaptive resilience. In fact, there has been a few existing studies have addressed the connection that recognition may have with indigenous entrepreneurs' well-established businesses (Molina-Ramírez and Barba-Sánchez, 2021; Jalis et al., 2009). As a result, understanding the impact of such characteristics on indigenous entrepreneurs' adaptive resilience is critical not just for recognising strengths and shortcomings, but also for developing development strategies. Therefore, an empirical examination into this highlighted issue and the study's gaps is required. The current study aims to examine how various attributes affect the adaptive resilience of indigenous entrepreneurs. The characteristics involve attitudes to sustainability, normal sustainability practices, behaviour related to sustainability, and the recognition of opportunity.

LITERATURE REVIEW

This section outlines the existing literature and applies this review to the current research context, with the aim of developing a theoretical framework that underlies the study.

1. The role of resilience in Indigenous entrepreneurship

A new body of entrepreneurship research has emerged, emphasising the need to integrate concepts of business into the cultural features of communities on the margins; this is known as "indigenous entrepreneurship" (Frederick, 2008). Despite the absence of a universal connotation, Frederick (2008) defined "indigenous people" as cultural groups with distinct historical continuity in geographical regions pre-colonisation. The lives of those in communities like this are independent of, or separated from, the most influence of the nation's cultural groups. As stated by Hindle and Moroz (2010:361), a specific area of research is implied by the concept of indigenous entrepreneurship, one which is separate from studies of conventional entrepreneurship. This follows the participation of a "*wider array of stakeholders and a wider variety of issues, particularly social impacts, than just the achievement of economic success by individual or firm protagonists*".

Indigenous entrepreneurship varies from other entrepreneurial forms regarding entrepreneurial contexts, goal and outcome types, and organisation (Cahn, 2008). A research framework for indigenous entrepreneurship that was culturally

sensitive was introduced by Hindle and Moroz (2010). Various essential study themes were the focus of the framework, including the normal practices of cultures and societies, territory, and resources. One of the primary contributions that acknowledge and explore indigenous entrepreneurship involves, Peredo et al.'s (2004) presentation of specific indigenous entrepreneurship attributes: inextricable links to heritage, ethnic culture, earth, and land and active engagement in entrepreneurial activities. Regarding indigenous entrepreneurship, Vázquez-Maguirre (2020) implied "*the fact that they are only managed by indigenous peoples who share a common worldview. Indigenous entrepreneurship emphasises the creativity, innovation, and risk-taking of entrepreneurship while prioritising the social over economic benefits*". The 'indigenous entrepreneur' concept also places emphasis on the creation of benefits that are both self- and community oriented. The aims are the preservation of specific cultures and obtaining an autonomous future (Curry et al., 2016).

The extensive utilisation of the resilience notion in various contexts has garnered much interest from entrepreneurship scholars. The multiple approaches to resilience could enrich individuals' comprehension of entrepreneurship in mitigating societal complexities. Within such circumstances, an entrepreneur who has encountered ongoing risk and failure is recommended to recognise resilience as a vital component of successful practice (Curry et al., 2016). Resilient entrepreneurs who willingly work hard towards goal attainment, demonstrate a high tolerance for ambiguities, and rapidly adapt to changes (Cooper and Faseruk, 2014) could be more successful. The work of Norris et al. (2008) indicates that resilience, at the level of the community, can catalyse various forms of economic growth; optimise systems for communication and news; assist social networking; and build rapport and social capital links. Hence, individuals will find that essential resources can be accessed when difficulties occur. Likewise, the prevalence and quality of entrepreneurship can be influenced by community factors. Meanwhile, several elements influence resilience, such as the vulnerability, preparedness, flexibility, and optimism of these communities, in addition to the success of the networks of their society. Thus, it is possible to comprehend resilience as the general capacity to (i) sustain well-being by managing resources that may be found in psychology, society, culture, or physical features and (ii) "individually and collectively negotiate for these resources to be provided and experienced in culturally meaningful ways" (Hedner et al., 2011: 1). This viewpoint closely parallels the resilience notion within indigenous settings. Studies of entrepreneurship resilience have generally focused on the mental strength or stamina of any entrepreneur, manager, and/or employee who has encountered an internal or exogenous shock (Bullough et al., 2014). Yang and Danes (2015) consider resilience to be an emergent process rather than a quality. Meanwhile, research by Jaskiewicz et al. (2015), for instance, has examined how resilience may have an impact on the economic viability or sustainability of entrepreneurial schemes. However, little study has been done on the relationship between entrepreneurial resilience and sustainability behaviours.

2. Adaptive Resilience

Jewett et al. (2021), several community resilience strategies, as a part of a broader understanding of responsible tourism management are required not just in response to COVID-19, but also due to tourism's vulnerability to various social and environmental threats. The impact of adverse conditions on indigenous communities, giving particular attention to their health and well-being, and measured the resilience of communities in the tourism environment. Consequently, Choudhury et al. (2021) explored the value of community engagement in the conservation of the Nanling Mountains in China and its tourism industry. Similarly, Carmen et al. (2022) explored the impact of social capital on strengthening community resilience through managing current resources in South Africa. They discovered that ecotourism can create significant amounts of social capital, which fosters cultural regeneration and community resilience (Simpson et al., 2019; Carmen et al., 2022). This is important as the capacity to proactively adapt to external and internal shocks is important for community visits, income and overall well-being. They discovered that the community's perception of tourism impacts, especially its economic impact, is positively linked to the local capacity to react to climate change. Furthermore, Hanafiah et al. (2021) explore issues that contribute to the resiliency of Malaysia's rural tourism population. Their findings emphasise the need for sustainable tourism development in rural regions for better community resilience, including, though not specifically, resilience to climate change. As a result, the current study integrates the viewpoints of community resilience to comprehensively investigate the adaptive resilience of the rural community of indigenous people of Malaysia.

3. The resilience and sustainability of entrepreneurial behaviours

Research suggests that resilience can be associated with the theme of sustainability and impact entrepreneurial behaviours considerably. For instance, Hayek (2012) and Morris et al. (2013) noted that resilience could be regarded as an entrepreneurial competency or characteristic, whereas Gomes et al. (2014) indicated that resilience was a competency linked to attitude, that is, the ability to strive continuously, regardless of the problems encountered. Likewise, Hedner et al. (2011) indicated that innovative behaviours and how entrepreneurs perceive and manage intricacies and failures must be investigated for a sound comprehension of entrepreneurship. Much research explored entrepreneurs' resilience to various intricacies, such as venture development and subsequent drawbacks (Fisher et al., 2016), competitive pressures from modern creations and novel business models (Dewald and Bowen, 2010), and the constraints of family-owned enterprises (Chrisman et al., 2011). It is inadequate to merely comprehend the resilience of financial and social systems in socially resolving sustainability-related intricacies regarding resilience in entrepreneurship literature (Folke et al., 2016; Fatoki, 2020). As a dynamic and adaptative process, indigenous entrepreneurs' resilience originates from immediate environmental interactions that highlight entrepreneurs' capacity towards foresightedness, managing personal and market conditions, and tackling high-risk circumstances (Bernard and Barbosa, 2016; Fatoki, 2020). Some studies primarily emphasised entrepreneurial resilience (Bullough and Renko, 2014; Linnenluecke, 2017) based on entrepreneurs' psychological

robustness or persistence amidst endogenous and external shocks. Furthermore, the degree of entrepreneurial resilience may be influenced not just by personal attributes but also by social factors. According to Chadwick et al. (2020), entrepreneurship is defined as "a dynamic interaction of attitudes, activity, and desire" in various civilizations.

Past research also examined resilience as the key determinant of entrepreneurial operations based on financial viability or sustainability (Jaskiewicz et al., 2015). Resilience, for Linnenluecke (2017), can catalyse various forms of economic growth; optimise systems for communication and news; assist social networking; and build rapport and social capital links. Hence, individuals will find that essential resources can be accessed when difficulties occur. Adaptable processes are also represented by resilience, whereby entrepreneurs can (i) obtain the information, capabilities, and skills they need and (ii) confront issues while remaining positive, innovative, optimistic, and self-sufficient. In other words, resilience indicates the capacity to socially resist, adapt, and thrive amidst complexities. Scholars in multiple disciplines examined resilience and sustainability-oriented concerns. Notably, sustainability and resilience are not interchangeable concepts. Sustainability encompasses organisational methods that aim to alleviate adverse externalities while resilience implies change-based responses (Williams and Vorley, 2014). Although sustainability indicates behavioural shifts that stabilise imbalanced systems, ecologists are concerned with resilience in emphasising the adaptation to exogenous shocks (Whiteman et al., 2013). Biggs et al., (2012) research demonstrated that cognitive and behavioural entrepreneurial characteristics potentially optimise business abilities to adapt to dynamic conditions and facilitate sustainability with innovation. The current author defines behavioural sustainability as the adoption and implementation of knowledge and skills so that survival is possible in characteristically uncertain environments. The extended theory of planned behaviour (TPB) was correlated to determine indigenous entrepreneurs' attributes in adaptive resilience and demonstrate the method possibilities (Simpong et al., 2019). The TPB has been optimally employed to forecast and justify various behaviours. Adaptive resilience is related to entrepreneur behaviours, the preparedness to change, and demonstrate versatility amidst negative situations. In this study, adaptive resilience is incorporated and frequently addressed for drastic changes to adapt and sustain novel conditions. Three study variables were assessed under TBP to examine the impact on indigenous entrepreneurs' adaptive resilience.

Sustainability attitudes (SA) denote individual values and beliefs that affect people's entrepreneurial intentions towards adaptive resilience (Sargani et al., 2020). As SA is required to depict entrepreneurs' adaptive resilience, this research adopted the attitudinal and typical elements from TPB in line with current literature. In Belz and Binder (2017), SA implies people's values and beliefs that impact entrepreneurial behaviours. Likewise, SA encompasses the capacity to impact adaptive resilience as the vital factor influencing environmental considerations (Belz and Binder, 2017) and sustainability implementations (Spagnoli et al., 2015). Positive views toward entrepreneurship and the ability to bear failure have been linked to resilience in previous studies (Belz and Binder, 2017). According to Karimi et al. (2016) being willing to admit probable failure might help entrepreneurs be more willing to take risks, manage ambiguity, and inspire resilience, all of which improves experimentation. In terms of attitudes, Karimi et al. (2016) found that complex (personal or entrepreneurial) events in the past help people develop high individual resilience, influence their perspectives on starting enterprises, and influence their attitudes toward failure. The work of Chen and Zhang (2021) stated that the level of individual engagement with practices of sustainability, as well as their optimisation, is determined by whether the entrepreneur has a positive or negative attitude. As such, the role of attitude in sustainable entrepreneurship towards indigenous entrepreneurs' adaptive resilience should be thoroughly examined. The first hypothesis is presented as follows:

(H1): Attitude in sustainable entrepreneurship positively impacts indigenous entrepreneurs' adaptive resilience.

Sustainability norms (SN) imply individuals' inner psychological mechanism that monitors subjective norms or "*the social pressure of performing or not performing the task*" (Tiwari et al., 2017), thus strengthening or weakening individual intentions. Normal social practice refers to the perception that society pressurises a person to act or avoid acting in a particular manner (Ajzen, 1991). Such norms could impact entrepreneurs' perspectives of opportunities and barriers to action. The SN moderates the way a particular action might be approved or disapproved of by a friend, family member, colleague, teacher, or family elder. In an indigenous group, the *whanaungatanga* concept acknowledge the relationship and network is the important to shape and wider the society of Maori people (Mrabure et al., 2018). As entrepreneurship encompasses the presence of knowledge through action and communication (McMullen and Dimov, 2013), familial and social support essentially influences resilience (Powdthavee, 2014). Parallel to past studies, parental and peer-based impacts are vital in socially supporting entrepreneurs' resilience (Pérez-López et al., 2016; Karimi et al., 2014).

(H2): The SN positively impacts indigenous entrepreneurs' adaptive resilience.

Sustainability behaviours (SB) involve social forces or impacts that catalyse entrepreneurs' sustainable behaviours (Sargani et al., 2020). Regarding attitude, the presence of people's behavioural control and self-efficacy establish entrepreneurs' resilience (Sullivan and Meek, 2012). Perceived behavioural control denotes a structure to "*attempt to deal with situations where people cannot have full discretionary control over the behaviour of interest*" (Sargani et al., 2020). The perception of self-efficacy (for instance, the perception of viability in the entrepreneurial event framework developed) has a profound impact on an entrepreneur's resilience and actions.

External and internal elements, in addition to pro-social motivational factors, might affect one's behavioural resilience (Evans and Tourish, 2017) due to actions taken deliberately and practically to conserve environmental and societal resources. These involve behaviours linked to pro-ecology, frugality, altruism, and equitability, which aim to achieve beneficial psychological results such as feeling satisfied, self-efficacious, psychologically healthy, restored, happy, and

pleased. Each sustainable behaviour of an entrepreneur is catalysed by forces of the community or the effects of collective values. Therefore, it is important to investigate these behaviours and forms of determination so that developing company models focused on sustainability can be promoted. Thus, the third hypothesis is presented as follows:

(H3): Sustainable entrepreneurs’ behaviours positively impact indigenous entrepreneurs’ adaptive resilience.

Opportunity recognition (OR) denotes how entrepreneurs seek or establish entities that offer potential market values and advantages (Sonnino and Griggs-Trevarthen, 2013). In line with past research (Steiner et al., 2014; Koe and Majid, 2014), OR dimensions (opportunity discovery and business creation viewpoints) imply people’s abilities to determine market opportunities concerning perceived risks. The discovery of opportunities means the ability to recognise and ascertain business schemes that are both sustainable and innovative, so that the current markets’ possibilities can be realised. Opportunity creation encompasses the development of novel corporate opportunities with authentic concepts and market structure redevelopment. For example, Koe and Majid (2014) survey items gauged the extent to which respondents could determine entrepreneurial possibilities in the current market or establish novel opportunities through social accountability and sustainability. As pointed out by Miller et al. (2009), entrepreneurial performance is influenced by recognition, particularly in growing markets. Following multiple examples, the incorporation of indigenous knowledge into adaptive resilience could ascertain cultural sustainability and indigenous people’s rights and lifestyles (Johnston and Marwood, 2017; Niskala and Ridanpaa, 2015). Hence, the fourth hypothesis is presented as follows:

(H4): Entrepreneurs’ OR positively impacts indigenous entrepreneurs’ adaptive resilience.

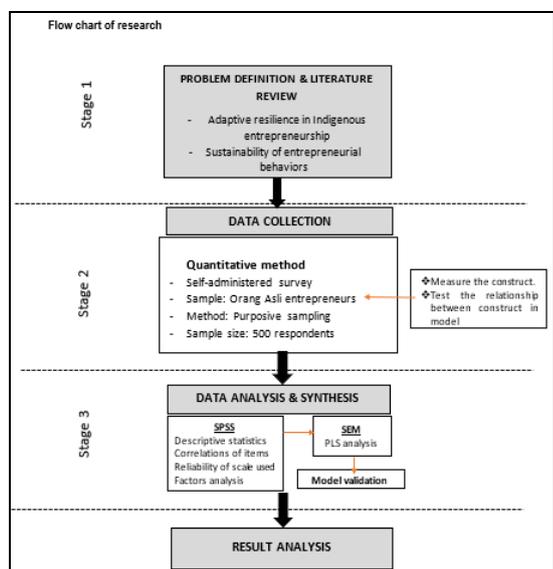


Figure 1. Flow chart of research

Hence, the number of groups into which a sample is split before the evaluation is important for maintaining the comparability of the study, as is achieving appropriate reliability levels (Aaker et al., 2005). Sample sizes for studies of human populations were suggested by Sudman (1976), who stated that research involving consumers or families on a national scale must use samples numbering 1000 to at least 2500, while research on a regional scale must use samples of 200 to 500 or above. National studies, according to Aaker et al., (2005), frequently deal with topics that have a higher financial impact and hence require a little more precision. This discussion led to the finalised sample size needed for the current research, which was completely justify, according to the desirable sample sizes proposed by Sudman (1976) for studies of human populations. These guidelines form a generally recognised rule of thumb. Thus, as the current research plans to investigate only one region, 500 respondents in total should suffice to meet every research objective and address every hypothesis posited. For this research, it was considered that the most reliable information sources would be Orang Asli community members who were then engaged in tourism and associated operations. According to data from the Jabatan Kemajuan Orang Asli (JAKOA), there are more than 900 such entrepreneurs across the country. From these 900 people, it was discovered by JAKOA that 500 Orang Asli entrepreneurs worked in the tourist industry or in associated fields such as retail, transport, or handicrafts. The activities might occur on an individual, partnership, or association basis (JAKOA, 2018). Despite this and exclude Sabah and Sarawak, Pahang and Perak represent the highest number of Orang Asli entrepreneurs compared to other states while there is no Orang Asli settlement the state of Pulau Pinang and Perlis. Based on Malaysia’s states, Table 1 illustrates the percentage of Orang Asli entrepreneurs who participated in the touristt industry or its associated fields; these individuals were the target demographic of the study.

MATERIALS AND METHODS

The research design employed in this study was cross-sectional and correlational. The most effective approach to use is a quantitative approach to evaluate the impact of sustainable attitudes, sustainability norms, sustainability behaviours, and opportunity recognition on indigenous entrepreneurs’ adaptive resilience. This aligns with a stated objective of the study: to undertake research that demonstrated robust internal and external validity and reliability. Additional aims were to take a multi-perspective approach and reduce any possible internal bias (Boyd, 2000). Figure 1 shows the methodology process of this study.

Table 1. The Estimated Proportion Orang Asli Entrepreneurs Based on States in Malaysia 2020 (Source: Jabatan Kemajuan Orang Asli (JAKOA) (2020)

No	State	Number of tourism related business Orang Asli entrepreneurs
1	Selangor/Wilayah Persekutuan	101
2	Perak	105
3	Pahang	119
4	Negeri Sembilan	40
5	Kedah	15
6	Melaka	50
7	Johor	75
8	Kelantan	25
9	Terengganu	10
	Total	500

RESULTS AND DISCUSSION

In total, the researcher distributed 500 questionnaires to the participants. From the 500 surveys, 311 were returned.

However, from 311, only 250 surveys were usable in this research. Others were incomplete questionnaires. In methodological terms, to estimate the structural model, the researcher selected PLS path modelling (Tenenhaus et al., 2005) rather than the conventional technique based on covariance. The approach using PLS is ideal for this study, which was based on exploration, and it suited the model’s complexity (Fornell and Bookstein 1982; Gefen et al., 2011). The estimation of the model occurred through a two-step process: first, the measurement model was estimated, followed by the structural model; these steps were according to Tenenhaus et al., (2005).

The measurement model evaluation

Reliability scale

As shown in Table 2, the Cronbach's alpha coefficients for all the constructs exceeded the recommended threshold of 0.70 (Nunnally, 1978). The lowest composite reliability value for entrepreneurs' adaptive resilience was 0.844, making it substantially higher. This can be regarded as a reliability measure with better accuracy since equal item weighting is not necessary. Moreover, all the extracted average variance square roots exceeded the recommended threshold of 0.70 (these values are shown in bold in the Table 2 diagonal) (Chin, 1998; Fornell and Larcker, 1981). Therefore, the reflective scales proposed have been demonstrated as valid. Moreover, the perceived value and commitment measures have been demonstrated as having content validity, since each scale contains many factors.

Table 2. Result of Reliability Test

Construct	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)	EAR	OR	SA	SB	SN
Entrepreneurs' adaptive resilience (EAR)	0.879	0.904	0.578	0.760				
Opportunity recognition (OR)	0.951	0.953	0.720	0.549	0.848			
Sustainability attitude (SA)	0.776	0.844	0.526	0.529	0.195	0.725		
Sustainability behaviour (SB)	0.898	0.924	0.709	0.208	0.113	0.049	0.842	
Sustainability norms (SN)	0.859	0.898	0.640	0.165	0.042	0.124	0.696	0.800

Discriminant validity

The strengths of the connections between the reflective constructs and their connected items are shown in Table 2 as the square roots of the average variance extracted (AVE). Discriminant validity can be confirmed for the five constructs, based on Fornell and Larcker (1981), since the square root of the AVE of each construct is higher than the inter-construct correlations. When the correlations between construct pairs are substantially below one, this also ensures discriminant validity (Henseler et al., 2015), as Table 2 illustrates.

Convergent validity

To ensure convergent validity, we ensured that the correlation of each indicator with its intended concept (the loading) was greater than the correlation with the other constructs (the cross loadings) (see Table 3). Despite some cross loading, each item outperforms on its own construct, indicating that the scales are convergent.

Multicollinearity

Due to large levels of multicollinearity, the information included in an indicator can become redundant. The variance inflation factor (VIF) has been recognised as a good measure of multicollinearity in the literature (Hair et al., 2011; Kock, 2015; Gomez et al., 2020). Potential issues of multicollinearity occur when VIF scores of at least 5 are obtained through PLS-SEM. This would imply that 80% of an indicator’s variation can be explained by different indicators connected to a given construct (Dennis et al., 2017; Hair et al., 2011; Kock, 2015). The results of VIF values significantly lower than 5 (see Table 4) were used in this analysis, allowing us to rule out multicollinearity in our model.

Table 4. Variance inflation factors

VIF	
Entrepreneurs' adaptive resilience (EAR)	1.023
Opportunity recognition (OR)	1.058
Sustainability attitude (SA)	1.061
Sustainability behaviour (SB)	1.977
Sustainability norms (SN)	1.981

The structural model evaluation

Once the reliability and validity of the measurement model had been ascertained, as outlined in the previous section, the research progressed to the assessment of the structural model. In this case, it is important to present each route coefficient, their significance in statistical terms, and the explained variance for each endogenous construct (the R2 coefficients). The proposed structural model is shown in Figure 1 and Table 5. Since data distribution is not assumed by PLS, the significance of each analysed coefficient and its connected 95% confidence range were assessed using 500 bootstrap resamples (Efron and Tibshirani, 1993). Except for H2, all the assumptions stated in the model are supported by

Table 3. Loadings and cross loadings

Items	SA	SN	SB	OR	EAR
SA1	0.541	0.065	0.035	-0.015	0.230
SA2	0.807	0.149	-0.052	0.272	0.572
SA3	0.812	0.012	-0.01	-0.038	0.262
SA4	0.785	0.091	-0.06	-0.014	0.369
SA5	0.64	0.072	0.001	0.370	0.311
SN1	0.134	0.730	-0.028	-0.001	0.078
SN2	0.116	0.860	-0.048	0.048	0.167
SN3	0.064	0.856	0.004	0.024	0.127
SN4	0.078	0.687	-0.020	0.026	0.127
SN5	0.115	0.848	0.0290	0.054	0.134
SB1	0.015	-0.030	0.666	0.080	-0.005
SB2	-0.042	0.047	0.716	0.137	-0.016
SB3	-0.006	0.030	0.455	0.103	0.013
SB4	-0.037	-0.022	0.992	-0.087	-0.128
SB5	-0.049	0.018	0.736	-0.075	-0.015
SB6	0.005	-0.021	0.953	-0.059	-0.017
OR1	0.054	0.01	-0.031	0.939	0.352
OR2	0.222	-0.042	-0.038	0.682	0.247
OR3	0.058	-0.062	-0.012	0.643	-0.105
OR4	0.010	0.046	-0.061	0.935	0.536
OR5	-0.013	-0.019	-0.083	0.816	0.117
OR6	0.465	0.047	-0.058	0.913	0.631
OR7	0.221	0.091	-0.112	0.858	0.532
OR8	-0.010	0.018	-0.055	0.942	0.411
EAR1	0.333	0.236	-0.086	0.180	0.676
EAR2	0.506	0.128	-0.111	0.390	0.913
EAR3	0.135	0.047	-0.055	0.356	0.643
EAR4	0.451	0.120	-0.075	0.773	0.798
EAR5	0.301	0.122	-0.101	0.337	0.848
EAR6	0.193	0.193	-0.048	0.343	0.676
EAR7	0.655	0.070	-0.085	0.287	0.723

the results shown in Figure 1. They demonstrate that sustainability attitude has a direct and positive influence on Indigenous entrepreneurs' adaptive resilience. Furthermore, sustainability behaviour has a positive influence on Indigenous entrepreneurs' adaptive resilience. Next, opportunity recognition has positive affect on Indigenous entrepreneurs' adaptive resilience. However, they demonstrate that sustainability norms have a negative effect on Indigenous entrepreneurs' adaptive resilience.

Table 6 shows the level of explained variance (R^2) for endogenous construct with the associated bootstrap 95% confidence interval. It was confirmed that the robustness of the entrepreneurs' adaptive resilience: the model explains the 49.6% variance in entrepreneurs' adaptive resilience.

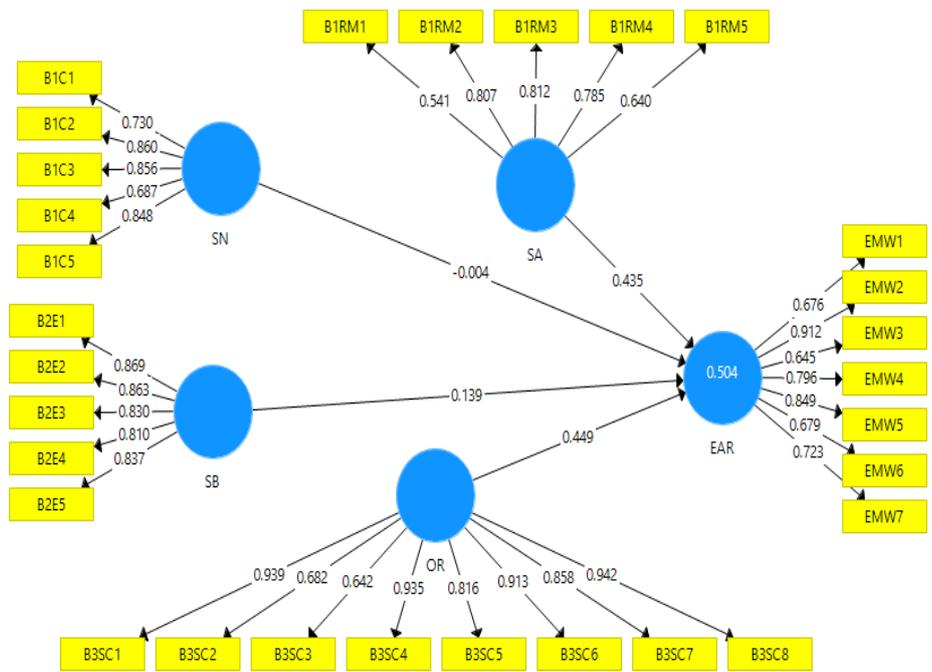


Figure 2. Results of the structural model

Table 5. Estimated coefficients

	From	To	Coeff	95% CI	p-value
H1	Sustainability attitude	Entrepreneurs' adaptive resilience	0.435	0.356 0.514	<0.001
H2	Sustainability norms	Entrepreneurs' adaptive resilience	-0.004	-0.139 0.141	0.951
H3	Sustainability behavior	Entrepreneurs' adaptive resilience	0.139	-0.001 0.263	0.043
H4	Opportunity recognition	Entrepreneurs' adaptive resilience	0.449	0.386 0.571	<0.001

Table 6. Variance explained (R^2) for each endogenous construct and its confidence interval

Variable	R^2	95% CI
Entrepreneurs' adaptive resilience	49.6%	21.2% 35.6%

DISCUSSIONS

This study examined the correlation between sustainability attitude, sustainability norms, sustainability behavior, opportunity recognition with Indigenous entrepreneurs' adaptive resilience. To achieve the research objectives, an empirical path coefficient model between the exogenous constructs and the endogenous construct was tested using a 250-strong sample of Orang Asli entrepreneurs. The findings indicated a relationship of significance between attitudes to sustainability and the adaptive resilience of Indigenous entrepreneurs (H1). This hypothesis is supported and showing that the sustainability attitude has a positive influence on sustainability as the coefficient is .0435 at $p < 0.001$. This result in general demonstrated that attitude have given a significant impact on Indigenous entrepreneurs' adaptive resilience, and it directly support by Mrabure et al., (2018) which stated the social economic and to venture in any businesses and to move forward undoubtedly is dependent on the attitudes of the entrepreneurs itself.

This followed by a significant relationship between sustainability behavior and Indigenous entrepreneurs' adaptive resilience (H3). This hypothesis is supported and showing that the sustainability behavior has a positive influence on sustainability as the coefficient is .0139 at $p = 0.043$. In the indigenous perspective, by their very nature, behavior and characteristics of the community and the indigenous like social, culture and economic somewhat determine their favourable to be involved and go further in the business and adaptive resilience of entrepreneurs (Anderson et al., 2006).

Subsequently, the findings indicated a relationship of significance between the recognition of opportunity and the adaptive resilience of Indigenous entrepreneurs (H4). The hypothesis is supported and showing that the opportunity recognition has a positive influence on sustainability as the coefficient is .0449 at $p < 0.001$. The finding aligns with the work of Liu (2020) and Sharifuddin, et al. (2015), who determined that the recognition of opportunity has an influence on individual business growth. It was noted by Miller et al. (2009) that entrepreneurial performance is influenced by recognition, particularly in growing markets. Hypotheses H1 and H4 were found to differ from H2, which was unsupported. This hypothesis posited that a significant relationship existed between norms of sustainability and the adaptive resilience of Indigenous entrepreneurs. The coefficient is -0.004 at $p = 0.951$ thus denoted that sustainability norms has a little negative influence on Indigenous entrepreneurs' adaptive resilience. It is interesting to note that statistically insignificant and it is giving very weak influence toward Indigenous entrepreneurs' adaptive resilience. The Orang Asli may cooperate to retain the norms of their traditions and their dignity to ensure these features are not lost. However, it seems reasonable to state that their culture continues not to provide the catalyst that would translate their communities into the established business environment (Wee et al., 2012).

CONCLUSION

Since it is rooted in sustainable development principles, Indigenous tourism can be said to provide the chance to realise

developments or management strategies that are unique and innovative. These might benefit Indigenous people considerably. It is useful to revisit this empirical study's key objective: to explore how various attributes affect the adaptive resilience of indigenous entrepreneurs. These characteristics involve attitudes to sustainability, normal sustainability practices, behaviour related to sustainability, and the recognition of opportunity. While investigating indigenous entrepreneurs who are participating in minor business operations, this study identified how the majority held the strong belief that attitudes to sustainability, behaviour related to sustainability, and the recognition of opportunity, in comparison to their norms of sustainability, were the principal attributes that influenced and increased their intentions to progress in terms of entrepreneurial adaptive resilience. All in all, these are closely related to business advancement. The individuals participating in minor business activities should not neglect these insights. They should recognise their attitudes to sustainability, behaviour related to sustainability, and recognition of opportunity as collective features. The individuals should employ these characteristics as they can be a useful set of resources that lead to progress, as well as financial capital.

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