

**THE IMPACTS OF FINANCIAL MANAGEMENT, SOCIAL
NETWORK, PLATFORM AND THE MEDIATION OF
BUSINESS INTELLIGENCE ON THE PERFORMANCE OF
EQUITY CROWDFUNDING FUNDED FIRMS IN MALAYSIA**

SITI FATIMAH MOHD KASSIM

UNIVERSITI SAINS ISLAM MALAYSIA

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INTELLIGENCE ON THE PERFORMANCE OF EQUITY
CROWDFUNDING FUNDED FIRMS IN MALAYSIA**

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AUTHOR DECLARATION

I hereby declare that the work in this thesis is my own except for quotations and summaries which has been duly acknowledged.

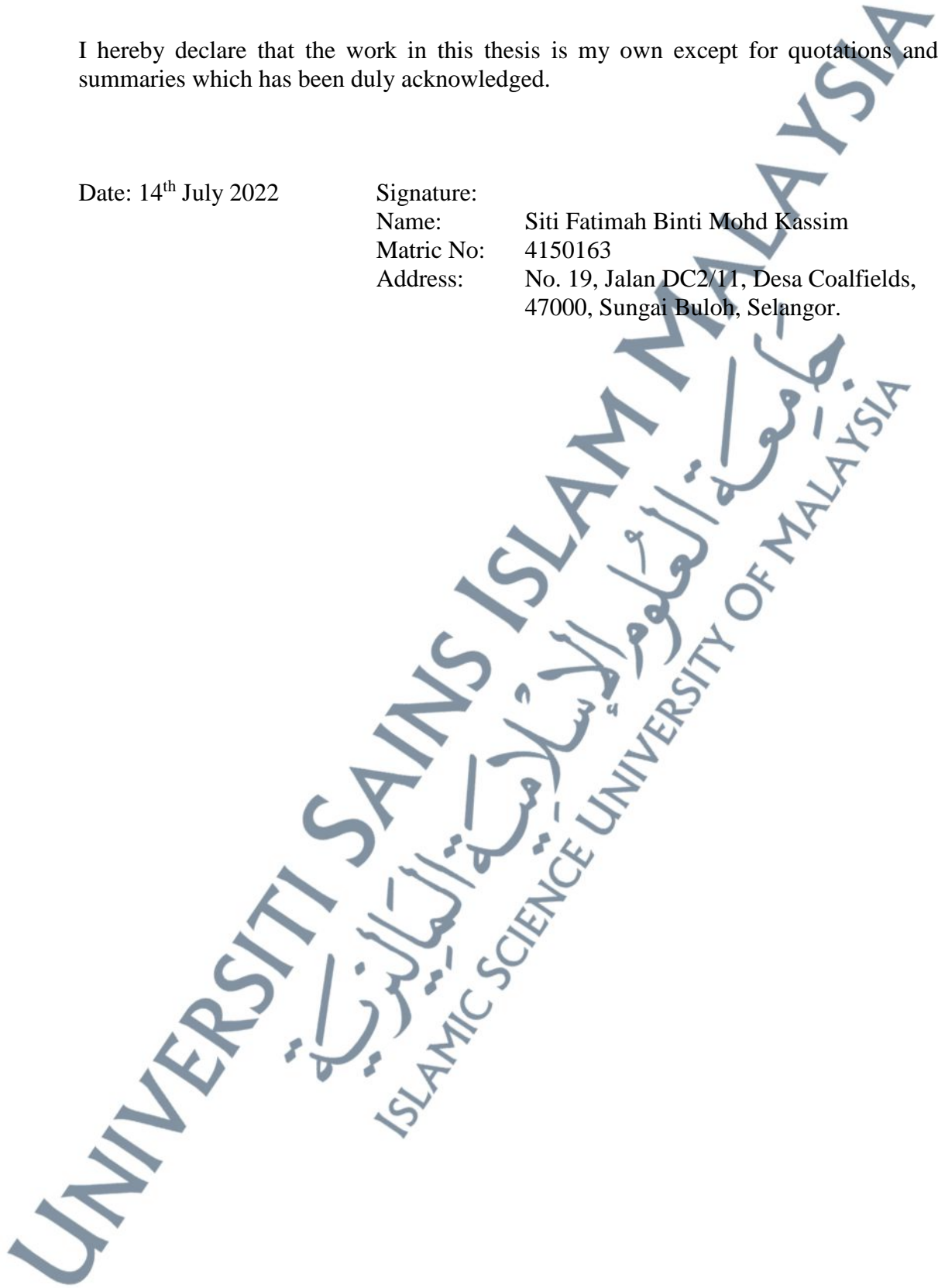
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ABSTRAK

Kecekapan entiti perniagaan memanipulasi sumber-sumber modal yang dimiliki dan mengenal pasti peluang-peluang yang ada merupakan kelebihan untuk memastikan perniagaan terus mengembang, berdaya saing serta lestari. Perusahaan kecil dan sederhana (PKS) sering dikaitkan dengan kekangan kewangan dan juga isu-isu terkait pengurusan kewangan (FM). Pengenalan mengenai pendanaan ramai berbentuk ekuiti (ECF) telah memberi dimensi baru kewangan alternatif di Malaysia. Sejak diperkenalkan (2015) sehingga 2019, setakat 77 penerbit telah berjaya mendapat dana ECF. Ekosistem ECF memperlihatkan peranan platform pendanaan ramai ekuiti (PP) didalam menyatukan pencari dana untuk mendapatkan modal dan pemberi dana mendapatkan keuntungan pelaburan. Justeru kajian ini bertitik-tolak daripada ekosistem ECF, melihat faktor dalaman (IF) dan luaran (EF) firma. IF merupakan aspek pengurusan kewangan yang merangkumi sistem perakaunan berkomputer (AIS), analisa kewangan (FAR), perancangan kewangan (FPC) dan pengurusan modal kerja (WCM). Sementara, EF merujuk kepada rangkaian sosial (SN) dan platform ECF (PP). Hipotesis yang diwujudkan adalah faktor-faktor ini secara positifnya mempengaruhi prestasi firma. Prestasi ini diukur mengikut pengukuran kewangan (Model 1) dan prestasi pelanggan (CP) (Model 2). Soalselidik digital telah dihantar meliputi populasi responden seramai 231, mewakili 77 penerbit yang berjaya memperoleh dana ECF pada 2016-2019. Pendekatan “autoriti pengirim” dan “memohon bantuan” digunakan untuk memastikan soalselidik sampai kepada responden. Hanya 92 responden memenuhi kriteria yang diperlukan. Kajian ini mengunapakai teori RBV sebagai teori pendokong yang diintegrasikan bersama Teori Isyarat, Rangkaian Sosial dan Kewangan Bricolage merupakan teori sokongan. Kajian ini menggunakan SPSS 20.0 dan Smart-PLS 3.0 untuk analisa data. Hasil kajian mendapati, penentuan asas pengukuran sangat penting kerana keputusan yang didapati berbeza-beza. Model 1 hanya menyokong FPC. Manakala Model 2, menyokong AIS, FPC dan WCM dan PP. PP memberi kesan yang penting terhadap CP. Walaubagaimanapun, FPC menunjukkan kesan negatif. Ini mungkin disebabkan kegagalan mempertimbangkan faktor yang boleh meningkatkan prestasi pelanggan. Dewasa ini untuk berdaya saing, entiti perniagaan tidak terlepas daripada pengaruh teknologi yang semakin berkembang pesat. Justeru, kajian ini mengambil kira faktor kepintaran perniagaan (BI) dalam mempengaruhi FAR dan FPC seterusnya prestasi firma. BI mempengaruhi secara sebahagian terhadap prestasi untuk kedua-dua model. Kajian ini juga telah membuka ruang cadangan untuk kajian masa hadapan: (i) mengkaji sejauhmana kesan pendanaan ramai berbentuk pinjaman (P2P) ke atas prestasi PKS dan berbanding diantara ECF dan P2P terhadap kelesatrian PKS; (ii) faktor-faktor pendorong yang mempengaruhi PKS di Malaysia mendapatkan dana ECF; (iii) kesan Covid-19 ke atas platform-platform ECF and P2P yang dilihat masih aktif ketika pandemik; dan (iv) kajian ke atas prestasi ECF yang menggunakan produk berasaskan Syariah yang terdapat di Malaysia. Akhir sekali, kajian ini boleh digunakan sebagai modul keusahawanan untuk memberi maklumat kepada usahawan sedia ada, agensi kerajaan seperti MARA dan SME Corp. PKS boleh mendapatkan lebih banyak maklumat dan pengetahuan tentang potensi ECF. Pendedahan awal untuk pelajar keusahawanan kepada fleksibiliti pendanaan ramai, terutamanya ECF dan teknologi kewangan baharu (fintech) yang mempengaruhi landskap keusahawanan dari semasa ke semasa, adalah difikirkan perlu.

ABSTRACT

The efficiency of business entities in manipulating the existing resources and tracking the opportunities available is an advantage to ensure that the business continues to grow, be competitive and sustainable. Often associated firms, especially those involving small and medium enterprises (SMEs), face financial constraints and issues related to their financial management (FM). The introduction of equity crowdfunding (ECF) has given a new dimension of alternative finance in Malaysia. Since its introduction in 2015 until 2019, 77 issuers have successfully secured ECF funds. The ECF ecosystem demonstrates that ECF platforms (PP) play a role in uniting fundraisers to help SMEs raise funds and investors to reap investment returns. Thus, the study is based on the ECF ecosystem, which looking at the internal (IF) and external factors (EF). IF is the aspect of financial management, which includes a computerized accounting system (AIS), financial analysis (FAR), financial planning (FPC), and working capital management (WCM). Meanwhile, EFs are the social network (SN) and ECF platform (PP). The hypotheses drew that these factors positively affect the performance of the firm. This performance is measured according to financial measurements (Model 1) and customer performance (CP) (Model 2). Digital questionnaires were sent covering a population of 231 respondents, representing 77 issuers who successfully raised ECF funds in 2016-2019. To ensure that the survey reached the respondents, this study used "authority of sender" and "pleading for help" approaches. Only 92 respondents met the required criteria. This study adopts RBV theory as an underpinning theory and the integration with the Signaling Theory, the Theory of Financial Bricolage and Social Capital were the supporting theories. This study used SPSS 20.0 and Smart-PLS 3.0 for data analysis. The results found that the determination of the measurement basis is significant because the results obtained vary. Model 1 only supports FPC, while Model 2 supports AIS, FPC, WCM, and PP, PP has a substantial effect on CP. However, FPC shows adverse effects. Perhaps, it is due to the financial planning fails to consider factors that can increase customers' performance. Today, to be competitive, business entities are not immune to the influence of rapidly evolving technology. Thus, this study considers business intelligence (BI) factors influencing FAR and FPC, and subsequently, firm performance. BI partially affects performance for both models. This study also opens up space for future research: (i) to investigate the extent of loan-based crowdfunding (P2P)'s effect on SME performance and to compare ECF and P2P on SME resilience; (ii) the driving factors influencing SMEs in Malaysia to obtain ECF funds; (iii) the impact of Covid-19 on ECF and P2P platforms that are still active during the pandemic; and (iv) a study on the performance of ECFs using Sharia-based products available in Malaysia. Finally, this study can be used as an entrepreneurship module to provide information to existing entrepreneurs and government agencies such as MARA and SME Corp. SMEs can gain more information and knowledge about the potential of ECFs. Early exposure for entrepreneurship students to the flexibility of crowdfunding, particularly ECF and new financial technologies (fintech) that influence the entrepreneurial landscape over time, is deemed necessary.

الملخص

تعد كفاءة كليات الأعمال في التلاعب بالموارد الحالية وتتبع الفرص المتاحة ميزة لضمان استمرار الأعمال في النمو والتنافسية والاستدامة. غالبًا ما تواجه الشركات (SMEs) المرتبطة بها ، لا سيما تلك التي تضم الشركات الصغيرة والمتوسطة أعطى إدخال التمويل الجماعي (FM) قيودًا مالية وقضايا تتعلق بإدارتها المالية بعدًا جديدًا للتمويل البديل في ماليزيا. منذ طرحه في 2015 حتى (ECF) للأسهم أن ECF يوضح النظام البيئي ECF 2019 ، نجح 77 جهة إصدار في تأمين أموال تلعب دورًا في توحيد جامعي الأموال لمساعدة الشركات (PP) ECF منصات الصغيرة والمتوسطة في جمع الأموال والمستثمرين لحني عوائد الاستثمار. وبالتالي ، والعوامل (IF) البيئي ، الذي يبحث في العوامل الداخلية ECF تستند الدراسة إلى نظام هو جانب من جوانب الإدارة المالية ، والذي يتضمن نظام IF. (EF) الخارجية ، (FPC) ، والتخطيط المالي (FAR) ، والتحليل المالي (AIS) محاسبة محوسب هي شبكة اجتماعية ECFs وفي الوقت نفسه ، فإن (WCM) وإدارة رأس المال العامل وفتت الفرضيات إلى أن هذه العوامل تؤثر بشكل إيجابي (PP) ECF ومنصة (SN) على أداء الشركة. يتم قياس هذا الأداء وفقًا للقياسات المالية (النموذج 1) وأداء العميل (النموذج 2). تم إرسال استبيانات رقمية شملت 231 مستجيبًا ، يمثلون 77 (CP) في 2016-2019. لضمان وصول الاستطلاع ECF مصدرًا نجحوا في جمع أموال إلى المستجيبين ، استخدمت هذه الدراسة نهج "سلطة المرسل" و "التماس المساعدة". كنظرية RBV استوفى 92 مشارك فقط المعايير المطلوبة. تتبنى هذه الدراسة نظرية المالية ورأس Bricolage أساسية. بالإضافة إلى ذلك ، كانت نظرية الإشارة ونظرية و SPSS 20.0 المال الاجتماعي هي النظريات الداعمة. استخدمت هذه الدراسة لتحليل البيانات. وجدت النتائج أن تحديد أساس القياس مهم لأن Smart-PLS 3.0 فقط ، بينما يدعم الطراز FPC النتائج التي تم الحصول عليها تختلف. يدعم الطراز 1 له تأثير كبير على الإنتاج الأنظف. ومع ذلك PP. PP و WCM و FPC و AIS 2 آثار سلبية. ربما يرجع ذلك إلى فشل التخطيط المالي في مراعاة العوامل FPC ، تظهر التي يمكن أن تزيد من أداء العملاء. اليوم ، لكي تكون كليات الأعمال قادرة على المنافسة ، ليست محصنة ضد تأثير التكنولوجيا سريعة التطور. وبالتالي ، تأخذ هذه ، FPC و FAR التي تؤثر على (BI) الدراسة في الاعتبار عوامل ذكاء الأعمال وبالتالي على أداء الشركة. يؤثر ذكاء الأعمال بشكل جزئي على أداء كلا الطرازين. تفتح هذه الدراسة أيضًا مساحة للبحث في المستقبل: (1) للتحقيق في مدى تأثير التمويل على أداء الشركات الصغيرة والمتوسطة (P2P) الجماعي القائم على القروض على مرونة الشركات الصغيرة والمتوسطة ؛ (2) العوامل P2P و ECF ومقارنة الدافعة التي تؤثر على الشركات الصغيرة والمتوسطة في ماليزيا للحصول على تمويل التي لا تزال نشطة أثناء P2P و ECF على منصات Covid-19 ؛ (3) تأثير ECF باستخدام المنتجات القائمة على الشريعة المتاحة ECFs الوباء ؛ و (4) دراسة عن أداء

في ماليزيا. أخيرًا ، يمكن استخدام هذه الدراسة كوحدة نمطية لريادة الأعمال لتوفير SME و MARA المعلومات لأصحاب المشاريع الحاليين والوكالات الحكومية مثل يمكن للشركات الصغيرة والمتوسطة اكتساب المزيد من المعلومات والمعرفة Corp. يعتبر التعرض المبكر لطلاب ريادة الأعمال لمرونة التمويل ECFs. حول إمكانات التي تؤثر على مشهد (fintech) والتقنيات المالية الجديدة ECF الجماعي ، وخاصة ريادة الأعمال بمرور الوقت ، أمرًا ضروريًا.

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LIST OF ABBREVIATIONS

11MP	eleventh Malaysia plan
AFM	authority of financial markets
AIM	Amanah Ikhtiar Malaysia
AIS	accounting information system
AVE	average variance extracted
BA	business angel
BI	business intelligence
BMC	business model competition
CB-SEM	covariance based structural equation modeling
CEDAR	center for entrepreneur development and research
CEO	chief executive officer
CF	crowdfunding
CFO	chief financial officer
CMB	common method bias
CMSA	capital markets and services act
COO	chief operating officer
CWM	crowdfunding waqf model
DOSH	department of occupational safety and health
ECF	equity crowdfunding
EF	external factor
ETP	economic transformation program
FCA	financial conduct authority
FCF	firm's choice of financing
fintech	financial technology
FMP	financial management practices
FPC	financial planning and control
FRA	financial reporting and analysis
FSA	financial services authority
GDP	gross domestic product
GNI	growth national income
HTMT	heterotrait-monotrait ratio of correlations
I-KeuNITA	entrepreneurship and cooperative training programs and incubators for women
IAP	investment account platform
IBM	international business machines
IF	internal factor
INSKEN	national institute of entrepreneurship
IPO	initial public offering
IRD	inland revenue department
IRR	internal rates of return
LEAP	lead entrepreneur accelerator
LTD/TE	long-term debt to equity
MA	management accounting
MaGIC	Malaysian global innovation and creativity centre
MAMPU	Malaysian Administrative Modernisation and Management Planning Unit

MARA	Majlis Amanah Rakyat (people's trust council)
MCO	movement control order
MDEC	Malaysia's digital economy corporation
MSME	micro, small and medium enterprise
MYR	Malaysian ringgit
NECF	non-equity crowdfunding
NKEA	national key economic area
NPV	net present value
OECD	organization for economic cooperation and development
OSC	Ontario Securities Commission
P2P	peer-to-peer / lending-based crowdfunding
PE	private equity
PEMANDU	performance management and delivery unit
PLS	partial least squares
PLS-SEM	partial least squares structural equation modeling
PP	platform provider
PUNB	Perbadanan Usahawan Nasional Berhad
QMI	qualified mentors and investors
RBV	resource-based view
REF	registered electronic facility
RMO	registered market operator
ROA	return on asset
ROE	return on equity
ROI	return on investment
SaaS	software-as-a-service
SC	securities commission
SEM	structural equation modeling
SME	small and medium enterprise
SPSS	statistical package for social sciences
SRI	strategic reform initiative
SSM	Suruhanjaya Syarikat Malaysia
SWOT	strengths, weaknesses, opportunities and threats
TA/S	total asset turnover
TCE	transaction costs of economics
TD/TE	total debt to equity
TI/S	inventory turnover
TMT	top management team
TR/S	receivable turnover
TUBE	Tunas bumiputera young entrepreneurship
USD	US dollar
VC	venture capital
VIF	variance inflation factor
VRIN	valuable, rare, inimitable, non-substitutable
WCM	working capital management
WEO	world economic outlook
WHO	world health organization