

An Integrated Entrepreneurial Readiness Framework for Sustainable Enterprise Development in Malaysia: Evidence from a Scoping Review and Exploratory Survey

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ABSTRACT

Entrepreneurship plays a significant role in economic growth, innovation, and enterprise sustainability. This study develops an Integrated Entrepreneurial Readiness Framework (IERF) for sustainable enterprise development in Malaysia by integrating evidence from a scoping review and an exploratory survey. A two-phase framework development approach was adopted. The scoping review identified recurring determinants of entrepreneurial readiness, followed by an exploratory survey of 153 Malaysian enterprise leaders to provide preliminary empirical support. Descriptive statistics and reliability analysis were used to analyse the survey data. The findings identified four core dimensions of entrepreneurial readiness: financial literacy, stakeholder support, market access, and government support. Participants reported consistently high readiness across these dimensions, with financial literacy and market access recording the highest mean scores. The combined evidence supports the proposed IERF, which conceptualises entrepreneurial readiness as a multidimensional construct encompassing financial, social, market, and institutional readiness. The framework provides a practical reference for policymakers, entrepreneurship development agencies, and entrepreneurs in strengthening enterprise sustainability and resilience.

JEL Codes:

Keywords: Entrepreneurial readiness, entrepreneurial ecosystem, financial literacy, stakeholder support, market access, government support.