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NAVIGATING CHALLENGES: THE LANDSCAPE OF YOUNG SOCIAL ENTREPRENEURSHIP IN MALAYSIA

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ABSTRACT

This study explores the complex environment of youthful social entrepreneurship in Malaysia, illuminating the wide range of difficulties that burgeoning social entrepreneurs face in their quest to make a positive difference. The active participation of young social entrepreneurs is becoming increasingly important for pushing innovative solutions to solve major societal concerns as Malaysia goes through social, economic, and environmental transitions. This study aims to completely identify, analyse, and comprehend the many obstacles that young social entrepreneurs confront as they try to succeed in Malaysia's fast-paced business climate. Semi-structured interviews with a varied sample of young social entrepreneurs from various industries around Malaysia will be undertaken as part of the qualitative phase. This method enables a thorough investigation of their experiences, viewpoints, and difficulties. Purposive sampling will be used to choose the participants to guarantee that the range of industries, business sizes, and geographic areas is representative. A wide range of stakeholders, including politicians, educators, support organisations, and ambitious young social entrepreneurs themselves, will be significantly impacted by the study's findings. Policymakers can create tailored actions and regulations that support an enabling ecosystem for the emergence of young social entrepreneurs by identifying the precise difficulties they confront. Educational institutions can use these insights to create specialised training and educational programmes that will provide students the abilities they need to handle these difficulties successfully. In summary, this study intends to provide light on the difficulties young social entrepreneurs have while pursuing their quest for significant social change. This research adds to the continuing discussion about the development of an ecosystem that empowers, supports, and propels Malaysia's next generation of social entrepreneurs towards a more just and sustainable future by throwing light on these difficulties.

Keywords: *Social Entrepreneurship Challenges, Young Social Entrepreneurs, Social Impact, Social Innovation, Sustainable Development*

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