
CONCEPTUAL FRAMEWORK OF POLYCC ENTREPRENEURSHIP INCUBATOR: INTEGRATING IR 4.0, LEARNING BEHAVIOR, AND SUPPORTING ECOSYSTEM

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Abstract

The unemployment rate among graduates of higher education institutions in Malaysia is increasingly concerning, with intense competition in a limited job market and many graduates lacking the practical skills required by employers. This situation affects graduates' economic standing and contributes to economic decline. This study focuses on developing a conceptual framework for an entrepreneurship incubator at PolyCC, integrating Industry Revolution 4.0 (IR 4.0), behaviors learning theory, and a supportive ecosystem as a comprehensive approach. The study objective to identify key elements that can assist graduates in building competencies and confidence in entrepreneurship. The research employs a qualitative method involving four phases: literature analysis, element identification, framework development, and concluding with findings and recommendations. The result is a comprehensive conceptual framework for implementing an entrepreneurship incubator at PolyCC, which has the potential to enhance graduate employ ability and reduce unemployment rates by improving technological and entrepreneurial skills among students.

Keywords : *Entrepreneurship, Kolej Komuniti, Politeknik, Industrial Revolution 4.0, Behavioral Learning Theory*
