



The sustainability of traders' communities in the late-night bazaar



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ABSTRACT

Bazaars, in general, are deeply sewn within the fabrics of the locals' souls. Furthermore, these late-night bazaar businesses can be regarded as a community development effort undertaken by non-governmental organizations in collaboration with medium and small entrepreneurs. Organizers of this late-night bazaar act as managers and service providers that provide the location and necessary services to the traders with the permission of local authorities. Originally, the objective of late-night bazaars was to provide an alternative income for the low-income group in urban areas who were burdened by the economic pressure which leads to poverty. However, at the same time, these bazaars become a place that provides space for urban teenagers to do beneficial activities at night. Despite the opposition from various parties who argue that this late-night business disturbs the human biological clock especially at night, the bazaar still operates and is slowly becoming a tourist attraction to experience a different local lifestyle in urban areas at night.

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1. Introduction

One of the reasons for the emerging development of late-night bazaar in urban areas is the economic pressures that often lead the low-income group to live in poverty. In Malaysia, the involvement of the local people in business has changed over time. This change can be seen in various shapes and patterns of business undertaken. The sale and purchase are no longer restricted to the conventional physical shop only. Now, a business can easily operate without premises, such as movable stalls, stalls, farmers' markets, or night markets. However, the late-night bazaar business is a new phenomenon known as uptown or downtown night market (based on their location) that adopted the traditional night market concept which is very popular among local communities all over the country. The history of late-night bazaars in Malaysia was discovered in 2006. Kuala Lumpur Downtown Night Market bazaar in Cheras was initiated on April 21, 2006, followed by the Uptown Lake Town late-night bazaar on 17 February 2007. Similarly, Uptown Damansara bazaar

(previously known as Uptown Kota Damansara), Uptown Shah Alam and Uptown Puchong are also among the earliest location of the late-night bazaar in Klang Valley area. The operation hour for these bazaars used to be from as early as 10 pm until midnight. Today, its operation hours extended until late in the morning at about 3 to 4 am. 'Bazaria Danau Kota' was the first late-night bazaar officially licensed in Malaysia and followed by other bazaars around Klang Valley. Since then, the opening of the late-night bazaars has evolved throughout the Klang Valley and even across the country. Late-night bazaar activities are in line with the Malaysian government's efforts to provide the opportunity for the local community to involve in small business in the urban areas, especially for the Malays, to improve their standard of living. Therefore, the late-night bazaar has become a new genre and phenomenon of business in urban areas that support not only the small traders but also provide an alternative to the urban residents to find cheaper products compare to shopping malls

2. Traders as a community

Business or entrepreneurship is a profit-oriented activity through the production and distribution of goods and/or services, making many important decisions throughout the process of starting, maintaining and strengthening a business (Sarmila et al., 2015; Shaffer et al., 2004). Goods and/or

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services require resources to generate various types of income. Traders should also be prepared with changes and require unexpected in-depth adjustments, learn from mistakes and emulate exemplary business partners that have been successful. The trader's community is also aware that there is no special guidebook in this economic development process that requires continuous assessment. Shaffer et al. (2004) identified four business stages in the business community: (1) identifying opportunities and developing strategies for exploitation, (2) the ability to understand availability and lack of resources, (3) managing the internal and external political inside trader's community, and (4) capability to control and motivate interpersonal relationships between employees and the people around. Involving in business is one of the ways to social changes by improving the standard of living and escape from poverty. The uncertain business environment requires the support and support of the people to understand the unpredictable difficulty.

The participation of the urban Malays in business is in line with the government's encouragement and efforts to create a Malay urban business community. The involvement of the Malays in business is in line with the government's efforts to encourage and create communities of Malay traders (Sarmila et al., 2013). Malaysian government's efforts to develop local people small-scale traders, especially from among the Malays started since 1953 by the agency Rural Industrial Development Authority (RIDA), also known as the Lembaga Kemajuan Kampung dan Perusahaan (LKPP); which was originally established with the aim of "to overcome this problem of rural poverty".

It is important to ensure the readiness of the community to build a competitive community. The country's source of revenue was contributed by the agricultural sector, as well as non-skilled farmers, as well as the management of their crops. Therefore, the late-night bazaar business is an alternative to overcome poverty eradication and urban economic pressures. The trader's community is an innovator of creating networks and invent new ideas (Shaffer et al., 2004) known by its uniqueness (Katz and Green, 2011). Each trader is a self-employed worker who drives their inside connections and motivates their outside network (Katz and Green, 2011). This network can harness the diversity of people involved in the business, by creating new job opportunities, the development of sources of income, and taking risks on new things or opportunities that are seen to be able to open an alternative in business (Heilbrunn, 2005).

The definition of the community is not limited to its physical characteristics or its habitat and economic patterns only. Black and Hughes (2001) have described the definition of the community to the community due to the location and the community due to interest. Normally, communities are known by their geographical location. For example, based on the world map, each country,

state, district, and district boundary is a definition for communities. However, the definition of a community is unlimited, such as sharing of interests through social media (Malek et al., 2014). In addition, the concept of community has also been distinguished by German sociologist Ferdinand F. Tönnies through the theory of *Gemeinschaft and Gesellschaft* in 1887. *Gemeinschaft* is also known as a community that refers to close and face-to-face relationships, more a sense of community. Whereas, *Gesellschaft* also known as public relations, referring to indirect interaction involving formal values and beliefs. These definitions are constantly discussed and developed further by researchers in various aspects such as humanitarian elements, living space, occupation, social interaction, and ethnicity.

Therefore, Thornham and Parry (2014) defined that community can be determined from various ways how the community was shaped, understood and appreciated. Therefore, in this study, the use of open space such as parking lot as a space for business by late-night bazaar traders is the definition of the late-night bazaar community. This means, space was created for a specific purpose, but by accident, space is also used for other purposes. From a different angle, these late-night bazaar activities have extended the existing space that originally served solely for parking. Indirectly, the existence of a group of traders as a community involves the building of social interactions and close relationships that shared common interests in doing business.

2.1. Sustainability of trader's community and community development

The concept of sustainability of the trader's community is a combination of the concept of sustainability and the concept of entrepreneurship (Schaltegger and Wagner, 2011), which illustrate the sustainable development of a community, namely the trader. There was a limitation in previous studies that defines the sustainability of traders' communities with the integration of social, economic and environmental elements. Therefore, in 2005, the World Summit and some of the latest researchers have detailed the definition of economic, social and environmental aspects, explaining their relevance to management or /and improvement to the quality of life and the well-being of people inhabiting ecosystems. Economic activity always is seen as a trigger and an essential ingredient in ensuring the social welfare of the public as well as enhancing local, regional and global environments. Therefore, sustainability begins with the stability of local economic resources as well as the physical development for the comfort and prosperity of the local community (social).

Business is a community development effort through a designated movement to improve the overall standard of living with the active involvement of community members by their own initiative (UNESCO, 1956). Elements of community

development in the business activities described in the 'process' and 'results' obtained through the business activities (Phillips and Pittman, 2008). This process involves multiple levels depending on the trader's community itself and usually begins with the consent of doing business with the same goal (Phillips and Pittman, 2008; Emejulu, 2011; Aimers, 2011; Robson and Spence, 2011), and so plan how the business can be run together, agreed with the decision, trying to develop the business together and reap the results of such cooperation. Results of community development can be seen through the achievement in the physical, economic or social, as well as through the business, each member of the community must then pay them in kind. The process of obtaining these results is also a continuous community development effort.

Throughout the process, traders need to commit seriously, forming self-esteem that stimulates personal growth, and capable of strengthening its business, with the guidance and encouragement received. This basic principle of community development is what makes the traders 'community and the businesses itself sustain for a very long time, not only a goal but a means, method, approach or strategy towards shaping a better future community.

Crals and Vereeck (2005) provided the definition of sustainability of the trader's community that leads to social development; "Entrepreneurship sustainability can be defined as a continuing commitment doing businesses with ethical behavior contributing to economic development while improving the quality of workforce, their families, the local and global communities and the future generations. Similarly, some other recent research focuses on explaining the sustainability of social entrepreneurship (Schaltegger and Wagner, 2011). Social elements in entrepreneurial sustainability are often associated with social transformation in general, self-development through environment-friendly workplaces and opportunities to improve personal abilities and career achievements (Schaltegger and Wagner, 2011). The previous researchers highlighting the idea of entrepreneurial sustainability is a concept that integrates both environmental and social aspects (Schaltegger and Wagner, 2011; Spence et al., 2011).

However, many previous researchers attributed social elements to the businesses with social responsibility, social change, social structure, social issues from the point of goal and social policy in general, as well as the desire to reduce existing social impacts in the local community (Crals and Vereeck, 2005; Rodgers, 2010; Schaltegger and Wagner, 2011; Spence et al., 2011). Some even talk about social capital in the business of explaining this social element (Svendsen et al., 2010). Therefore, in this study, which discusses social aspects and sustainability in business, social element focuses on the relationships among partners, the relationship between family members and business relationship with the neighborhood community, local communities, and society in general.

On the other hand, economics researchers began to discuss the sustainability aspects of traders' businesses in economics and business scopes after realizing sustainability aspects were often neglected due to prioritizing profit and the achievement as a measurement and indicator to the sustainability of a business (Martin and Mayer, 2008). Through business, the economy can be developed and at the same time can empower the traders (Morales, 2010). Innovating aspects of sustainability in business is seen to penetrate the wider world market that is more sensitive to social and environmental aspects as well as benefiting most people (Schaltegger and Wagner, 2011).

Thus, economics researchers have interpreted sustainability (business) referring to any form of profit; namely the generation of financial resources that can provide returns to pay the responsibility (including employees, executives, suppliers of raw materials/wholesalers, and financial lenders/assistance) and have a financial surplus for the purpose of investing to continue to generate revenue in future (Martin and Mayer, 2008); while improving the quality of their employees' lives, their family members, the local community and its surroundings, as well as the future generations (Crals and Vereeck, 2005).

Some other researchers define the sustainability of the traders' community as a concept that integrates entrepreneurial sustainability with ecopreneurship-entrepreneurship from environmental scope (Rodgers, 2010). Environmental sustainability encompasses a business environment defined by Gnyawali and Fogel (1994) as an overall economic, socio-cultural and political factor that affects the willingness and ability to carry out business activities. Typically, the focus of the study is to focus on raising environmental awareness, the use of environmentally friendly technology, the use of natural resources to produce eco-friendly products and services; the main goal is to reduce the environmental impact caused by a business (Zurbuchen, 2017). Nowadays, entrepreneurial sustainability researchers associate business practices with the principles of sustainability in business activities-traders who incorporate environmental and social sustainability (Schaltegger and Wagner, 2011).

Ideally, the sustainability of the traders' community is aimed at balancing the social, economic and environment in the growth of a community through business activities. It started from designing, building, engaging in the process of developing and strengthening, monitoring and ultimately benefiting the individual traders themselves, the impacts on their family members, provide an opportunity for community members to participate and also provides benefits to all parties either involved directly or indirectly.

Starting from the business plan, build, engage in the process of developing and strengthening, monitoring and ultimately benefit the individual

dealer itself, the impact on their families, provide an opportunity for community members to participate and provide benefits to all parties whether involved directly or indirectly. A stable community can bring more benefits and return to the local community as well as to the nation's development while providing a healthy, quality and united environment for future generations.

2.2. The social capital and sustainable trader's community

Social capital is a relationship between family members and close friends (bonding); relationships with outside parties such as co-workers and neighbors (bridging); as well as relations with other ethnic groups, the government and non-governmental organizations (linking) (Green and Haines, 2015), besides sharing norms, understanding, trust and other factors (Green and Haines, 2015; Putnam et al., 1994). Some previous researchers discussed in detail the definition of social capital as an individual asset that focuses on the benefits contained in the individuals through their participation in group activities. On the other hand, Hart (2000) described social capital is a collective network, which emphasizes social capital as collective benefits derived from social interaction. Similarly, social capital is the rules, norms, obligations, reciprocity was and trust inherent in social relations, social structure and institutional arrangements of society that allow its members to achieve their individual and community objectives. In addition, social capital is an institution or organization, described by Putnam et al. (1994) as a feature of social organization, such as trust, norms (or reciprocal), and networks (public participation), which can improve community efficiency by simplifying coordinated actions, and this definition is summarized as the institutions, relationships, and norms that shape the quality and quantity of social interactions in the community.

Past studies have identified the importance of social capital in addressing collective problems that cannot be done individually. The concept of social capital has been adapted in various issues such as family and youth issues, schooling and education, career and organizational issues, and the democratic system of the government, and various other problems. Therefore, social capital is an important element in the development of the community through business activities. Based on the definition of social capital, there are two main elements, namely; first, the social relations that enable an individual to have access to resources and other business partners, and secondly, participation and sharing of the value and quality of the resources. This definition explains that competition in the business world is a challenge for traders to acquire the necessary resources needed in business from the same supplier, to ensure their business continues to operate.

Through the trust, consistency, inclusion, and dependencies in business activities that have been established, a route that complements each other by leveraging the access to economic resources such as business loans, guidance, and supervision of investments and protection of the business. At the same time, good social relationships are also formed through the transactions of fellow traders. Clearly shows that social capital is formed through the business that through social capital could give more chances to either the development of cooperation among traders and at the same time to benefit all parties.

In the business activity, the social capital context is a widely comprehensive relationship (Liao and Welsch, 2003), in which social capital can be classified into internal and external relationships (bonding and bridging) (Davidsson and Honig, 2003). Internal relationships take place in the cycle of relationships among family members, relatives, and close friends. Meanwhile, external relations result from business activities such as lenders, governments, and other business partners. This kind of social network is a way to build trust, reciprocity, and lifelong friendship from day to day while conducting business (Katz and Green, 2011). Previous researchers also see the importance of interaction between local community members, family members and other business partners (Peredo and Chrisman, 2006); because for small-scale businesses that have social capital adequacy of the widespread social network, will be more reliable (Katz and Green, 2011). Therefore, Tilley and Young (2006) harmonized the social capital aspects in the sustainability of the trader community as an effort to attract investors and stakeholders to increase the value added of the community as well as their assets.

The power of social capital (social networks, status, personal relationships, and extensive references) owned, will facilitate the process of obtaining aid in the form of financial capital (fund) of financial providers as well as other requirements to support business expansion. At the same time, the importance of social capital has a positive relationship with bringing profit to business (Crals and Vereeck, 2005).

Acquisition of resources through relationships and social networks, as well as investments on such relationships; that benefits the individual, group members and communities involved (Liao and Welsch, 2003; Doong et al., 2011). A study by Liao and Welsch (2003) proved that the success and continuity of a business (especially new traders) are closely related to social capital; in terms of accessibility to resources and recipients of resources through contacts. Thus, social capital in terms of achieving the sustainability of the business community is also seen from the facilitation of acquiring knowledge or access to knowledge (Doong et al., 2011), and access to resources that can lead to business success (Doong et al., 2011; Kwon and Arenius, 2010).

2.3. Human capital and the sustainability of traders' communities

This human capital is measured by the knowledge and skills of traders (Green and Haines, 2015; Phillips and Pittman, 2008; Flora et al., 2005; Hart, 2000); by making this knowledge and skills the basis for delivering services and potential business products in line with the current economic developments (Dzisi and Seddoh, 2009). The Organization for Economic Co-operation and Development defined human capital as 'knowledge, skills, competencies and characteristics encompassed in individuals that facilitate the formation of personality and social and economic well-being' (p.18), which contains all forms of abilities and human resources that contribute to success. Same as social capital, financial capital and physical capital, human capital is also considered to play a role to build profits. Knowledge and experience are also human capital, particularly an individual entrepreneur. Human capital is an individual ability that can be improved when individuals use their skills and knowledge effectively, which eventually builds characteristics of personality and abilities. Clearly shows that the 'skills', 'knowledge' and 'self-belief' is a key component in building human capital (Black and Hughes, 2001).

Investing in acquiring talents and skills acquired by individuals is capital, as talented individuals will bring together in themselves knowledge and expertise, which is an important aspect of product development (Dawson, 2012; Unger et al., 2011). It is assumed that the higher the human capital of the individuals, their income will also be increased (Doong et al., 2011). The importance of human capital in economic growth can lead to the true meaning of business success (Unger et al., 2011). Past studies linking human capital in the traders' community are the driving force behind the business and played an important role in establishing a sustainable traders' community and maintaining business sustainability (Berge et al., 2014).

Human capital in the traders' community is usually measured through the trader's knowledge and skills. This is because, the increase in skills, intelligence and efficiency of the employees, directly enhances the performance of the organization (Dzisi and Seddoh, 2009; Doong et al., 2011). The positive relationship between the human capital and performance of the corporate business explains that to produce services as well as potential business products in line with current economic developments, is based on knowledge and business skills. In addition, Dzisi and Seddoh (2009) justified that human capital in their study of the Ghanaian women traders' community, as a legacy of knowledge and skills acquired from generation to generation who are engaged in business since childhood.

In addition, in the concept of business community sustainability by Tilley and Young (2006), the role of

human capital is crucial in ensuring that every trader has the knowledge and skills that can enhance its value and advance the invested capital to generate sustainable income. Investing in acquiring knowledge and skills seen as capable of expanding the potential of traders as a guarantee for the continuity of their business. Efforts invested is not wasted, even though business activities, a trader will automatically increase knowledge and skills through the various challenges that occur throughout the business. If you have a little bit of knowledge and skills in business, at least one dealer will be ready and act accordingly to the situation. This element is not easy to learn and only through experience alone can reinforce the human capital it possesses.

2.4. Financial capital and the sustainability of traders' communities

Financial capital is cash and business financial assets coming from various sources including personal savings, banks, government programs, and business fund capital (Green and Haines, 2015; Dzisi and Seddoh, 2009). Financial capital or more commonly known as 'capital' in the economy, is access to credit markets and other sources of funding. This capital refers to community financial institutions, funds, loans and community development banks (Haines, 2009) provided by borrowers or investors for the convenience of entrepreneurs and traders, for purchasing essential goods-producing items or services. Indeed, business finance (entrepreneurial finance) is the principles of entrepreneurship and financial resources; which emphasizes the importance of financial resources in the process of starting and operating a business. In addition, financial capital may also be business grants as well as financial assistance (microfinance) to small-scale traders; which aims to help ease the financial burden of the trader community (Berge et al., 2014).

Typically, in business activities, financial capital is an investment that allows the community to buy or develop a critical workforce and physical capital to achieve the goals of the community's economic development (Shaffer et al., 2004). Financial capital is the accessibility to financial resources such as loans and financial assistance (Dzisi and Seddoh, 2009). Financial aspects are also an important element in ensuring the success of a business (Montgomery et al., 2005; Dzisi and Seddoh, 2009). Therefore, it is not excessive to say that financial capital serves to accommodate a business especially for traders who need financial support for the convenience of business loan access, micro-credit, to conduct local research and development initiatives. The financial resources invested by these traders and entrepreneurs are to purchase the materials needed to produce products or provide economic-related services based on their operations such as retail, corporate, investment, banking, and others.

The study by Montgomery et al. (2005), proved a positive relationship between financial capitals in

ensuring the continuity of business; using the Self-Employment and Enterprise Development Demonstration (SEED) model. Measurement of financial capital in the study refers to the amounts of personal assets owned by the trader including the value of the property (if it owns) and other assets (cars, computers and others). The financial capital is the investment used by the traders to obtain products and services that can be generated in gaining profit to cover the capital that has been issued. Not only at the initial stage of the business, but also throughout the business operations as well as monitoring in ensuring business consolidation.

The concept of sustainability of the trader community by Tilley and Young (2006) also emphasizes any unexpected possibilities. It is important for the trader to ensure his or her ability to maintain credit performance or financial management from time to time preparing for all possibilities. In the absence of cash flow, traders should also provide alternatives in the form of collateral assets for financial assistance. Systematic management and financial management can ensure long-term sustainability and business stability.

2.5. Physical capital and the sustainability of traders' communities

Physical capital refers to infrastructures such as roads, buildings, housing, and natural resources in the community (Green and Haines, 2015). Hart (2000) used the term 'build capital' for the same definition as the definition of heavy machinery and other technology requirements such as vehicles, telephones, and computers (Hart, 2000; Haines, 2009). Meanwhile, Flora et al. (2005) detailing 'build capital' are houses, transport infrastructure, telecommunications and utilities as well as buildings used in community development efforts. Similarly, Green and Haines (2015) explain that in the context of community development, physical capital refers to buildings (housing, shops, factories) and infrastructure (roads, water systems and drainage).

The role of physical capital in development, particularly the community and economic development, refers to the physical, physical, physical and physical infrastructure (Haines, 2009). Therefore, in other words, physical capital is an investment used in the production of services and goods that facilitate sales to customers. Physical capital focuses on self-generated assets, including machine-based approaches to forming a variety of items that can be used as capital. Among them, operating machines for textile, electronics, as well as system elements for communication and customer service.

Physical capital may be business space or shop building in an appropriate location to be an essential element of any kind of business scale, as a requirement of conducting business operations within a space or building. Facilities such as production space, factory and warehouse are included in this physical capital category.

In addition, the vehicle's need for assistance is also considered a physical capital that is an asset for conducting business operations for transferring goods from one area to another, vehicles to move goods, telephones to communicate and computers as an intermediary facilitate business systems. Its enforcement context is widespread in relation to all types of non-human assets in the production process.

3. Research instrument

The instrument consists of a set of questionnaires, unstructured interviews and observations on business activity. The questionnaire has been modified from previous studies (Hart, 2000; Tilley and Young, 2006) to measure traders' capital in achieving the sustainability of the trader community. The trader's capital in this study is constructed into four types, namely social capital, human capital, financial capital and physical capital using 4 points Likert scale [1=very disagree to 4=strongly agree].

4. A pilot study in the mines downtown late-night bazaar

A pilot survey was conducted with 37 respondents to obtain a description of the readiness of the survey form as a guide to understanding the level of respondents' understanding, clarify the ambiguity, estimates of the questions that are to be answered to answer, the accuracy of the instructions to answer the questions of the survey.

5. Findings and discussions

The findings of this study indicate that the equity of all capital to achieve a sustainable business/trader community is still at a very moderate level. This demonstrates the readiness of traders in the pursuit of a more stable level of business activity has begun and can be assisted and guided to a stronger level.

Sustainability is simply a process of business stability that is the capability of strengthening the business in the future. A stable business makes a stable trader's commune. Relevance capitals in determining the level of sustainability can be described as a form of investment. In other words, capital is a form of investment that is made to obtain better returns and is not limited to the form of financial returns alone.

Meanwhile, from the social capital findings, the investment is to strengthen and enhance the relationship between traders, family members, suppliers and buyers, organizers and governments and other external relationships. By investing in social collaboration it is able to provide returns from the point of trust and cooperation between the traders and the partners in those networks. These are aspects that could help achieve a sustainable business. Trust and cooperation are much needed in

business activity, which allows the exchange of ideas and information and thus provide benefits to all parties.

Meanwhile, investment in human capital is often associated with efforts to improve the ability of a person through investments in education, training before work, job training, health, migration and the search for information. This human capital is characterized by the fact that they are more productive and the values they possess cannot be transferred from one person to another. That self-esteem can determine the level of human capital that exists in a person and make all the work done can bring positive results.

Therefore, in business activities, an individual who wants to improve his expertise in business, a businessman will work to increase business knowledge organized by various parties. However, when discussing financial capitals, it is often associated with profits and luxury in material form. In accordance with the findings in this pilot study, it shows that financial capital is still an important element in the business of late-night bazaar, after physical capital.

While from the perspective of the sustainability of the trader community, the social sustainability and environmental sustainability of the 'Downtown the Mines' late-night bazaar show the same level of moderation. This shows that the traders here have good relationships and they make the work environment more fun and co-exist. However, this bazaar community and the environment have overcome the possibility of causing failure to business activities as they are increasingly recognizable and continue to receive uninterrupted visits. However, traders said that the site owners should always improve the convenience, visitor routes and layout of business sites for the convenience of visitors and tourists.

In terms of economic sustainability, the results of the study showed a moderate and not high level as the effort to carry out this business can be regarded as a continuous effort to achieve a more stable and stronger level. This effort involves continuous economic development and income generation regardless of individual, family, organization or state (Ayres, 2008; Martins, 2011). Thus, in the case of late-night bazaar business, although this business able to generate income to traders, it is still at an incontestable level of employment opportunities for various societies and still does not contribute directly to the country's economic growth.

The trader's community plays an important role in helping to generate state revenues with the right guidance. The aim is to reach the level in which a community of traders able to offer various opportunities to others not just for employment opportunities and generate income at the local level. Established trader community will be able to offer a wider range of opportunities and reach out up to global levels. In fact, to sustain a perfect community especially in business is not an easy task. However, the effort to maintain and strengthen a business

activity can be regarded as an effort towards sustainability.

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Compliance with ethical standards

Conflict of interest

The authors declare that they have no conflict of interest.

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