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Risk management towards performance of agropreneur firm: The case of sustainable environmental in Malaysia

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ABSTRACT
The study examined the correlation between risk management and sustainability of environmental performance. Researchers have determined that risk management has aided firms in enhancing their long-term practices and operations. Sustainability and risk management now align due to their shared overreaching goals. According to the research, green risk management is the most effective method for minimizing risks and improving sustainability. The primary goal of green risk management is to reduce financial risks and increase financial sustainability for the firm performance, especially in the agriculture sector. The finding shows that enterprise risks provide a significant impact on sustainable performance of Agropreneur by t value stands at 3.284. Lastly, the significant indirect effects 95% Boot confidence interval (CI): [Lower Level = 0.090, Upper Level = 0.416] did not straddle a 0 in between, indicating the existence of mediation relationship. Thus, this testing concluded that enterprise risk had a significant mediation effect between intangible resources and Agropreneur sustainable performance relationships.

Contribution/Originality: The study highlighted the importance of green enterprise risk management towards Agropreneur sustainable performance in Malaysia. The primary goal of green risk management is to indicate that intangible resources are one of the significant predictors in explaining the relationships of intangible resources towards managing the risks associated with Agropreneur.

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1. INTRODUCTION
Over the last decade, environmental performance has gained increasing attention, particularly among Agropreneurs. Today, some of the world's largest organizations are seeking to proactively manage and report on their environmental performance and to partner with or invest in "green enterprise risk management-ready" companies. Researchers have identified sustainability as a fundamental technique for mitigating both current and future challenges. Organizations' reputations among stakeholders have also improved as a result of sustainable practices. Risk management has always pushed firms to establish long-term strategies to avoid future hazards or dangers. The concept of green risk management has been designed to improve the outcomes of risk management. Green Risk Management

refers to organizational approaches that are both sustainable and preventative against external and internal dangers. Green Risk Management is a current idea for risk mitigation based on sustainable practices. Organizations now prioritize environmental maintenance and preservation, implementing green operations to mitigate negative environmental impacts. Three things are necessary to become a sustainable agropreneur, learning about the environment, getting outside help and incentives, and having strong internal or altruistic motivation. A small number of farmers have maintained their agropreneurial endeavors for extended periods, and some have not been able to generate adequate revenue as agropreneurs, even with the support of agencies and stakeholders. A crucial indicator of a successful entrepreneur is a company's ability to "live" or "sustain" beyond any kind of engagement and ongoing corporate growth.

Few studies have examined the relationship between risk management and performance, despite the fact that some researchers have discovered a positive correlation between risk management and performance. Consequently, it is clear that this correlation has received minimal attention, particularly when it comes to the supply chains for agri-fresh produce. This necessitates a more theoretically grounded empirical investigation. Therefore, the current study empirically investigated the performance of agri-fresh product supply networks and supply chain risk management.

Risk management is the process of identifying potential hazards, mishaps, or challenges. Through risk management, entrepreneurs can implement strategies to prevent, lessen, or manage risk. Reducing possible dangers while lessening the impact of potential losses is the primary objective of risk management (De Araújo Lima, Crema, & Verbano, 2020). The two methods used to manage risks are the enterprise risk management approach and the conventional risk management strategy, also known as the silo-based approach.

According to Kadir, Naghavi, and Subramaniam (2020) the enterprise risk management practices employs a holistic strategy for managing both risks and opportunities concurrently. According to Tahir and Razali (2011) enterprise risk management is a methodical and comprehensive strategy for managing organizational risks with the goal of creating and optimizing value for stakeholders. It means integrating and managing financial, strategic, operational, and other organizational risks simultaneously. Additionally, it helps to identify potential occurrences that could affect the company and its management and make sure that they stay within the parameters of the organization's risk appetite.

Numerous previous studies (Callahan & Soileau, 2017; Rehman & Anwar, 2019) have linked enterprises risk management and SME performance. The development of enterprise risk management was a response to the perceived shortcomings of conventional risk management. Rehman and Anwar (2019) assert that enterprise risk management can help small and medium-sized enterprises (SMEs) minimize the significant losses that could follow from a risk management failure. Ade, Joseph, and Francis (2020) who discovered that enterprise risk management affects SMEs' survival in Lagos State, lend support to it. An increasing number of companies are utilizing enterprise risk management because it has been demonstrated to increase a company's value (Maruhun, Abdullah, Atan, & Yusuf, 2018).

Thus, this research proposes the following hypothesis:

H_1: Intangible resources have a relationship with sustainable Agropreneur performance.

H_2: Intangible resources have a relationship with enterprise risk of Agropreneur firm.

H_3: Green enterprise risk management has a relationship with sustainable firm performance of Agropreneur firms.

H_4: Green enterprise risk management mediates the relationship between intangible resources and sustainable firm performance of Agropreneur firms.

1.1. Problem Statement

If we exclude factors like actively seeking employment and education from the current statistic, the employment rate for young people in Malaysia is considered high. Furthermore, employment limitations have lately tightened, and there aren't many job openings. Job shortages continue, even in more established sectors as the corporate sector and government (Michael, Geetha, Sarveswaran, Jeyaraj, & Palanimuthu, 2020). It is critical for the agriculture sector to create an environment that inspires young people to pursue careers in agriculture, as the average age of Malaysian farmers is fifty years old. This is especially important since young people from rural areas are moving to cities in search of employment and a more modern way of life. This will likely increase the pressure on the volume of the output. Furthermore, although youth have long since left the agricultural sector, it still has a large potential for long-term economic growth. It is necessary to revive their agricultural consciousness and dedication, which they gave up decades ago (Kamaruddin, Abdullah, & Ayob, 2018).

Above all, there is a compelling need to change the thinking of adolescents so that they perceive agriculture as a viable choice for being self-employed. The government's efforts to revive the agriculture sector are another aspect. It is too early to say whether or not the government's effort to help more youth become more self-sufficient and eventually become agricultural entrepreneurs will succeed. There is a growing proportion of recent graduates without jobs (Kadir et al., 2020). This has escalated into a national issue that requires more serious attention. With a current unemployment rate of 12.5%, young people in Malaysia make up 45% of the population (Department of Statistics Malaysia, 2021). Similarly, a recent poll found that of Malaysia's overall population of 32.67 million, 45 percent, or roughly 14.7 million, are young people. This growing youth population has also raised the country's unemployment rate, especially for university graduates.

Furthermore, the growing concern about youth unemployment and food security has received widespread attention. This topic is critical because it has implications for Malaysia's economic growth as well as meeting the world's anticipated population of 9.1 billion people by 2050. Malaysia is not an exception to the global impact of the coronavirus illness (COVID-19), which has affected food security even before the year 2050. Cheng, Hail, and Yu (2022) assert that the COVID-19 epidemic caused the economy to contract by 4.5 percent in 2020, leading to the loss of about 100,000 employment since the implementation of Movement Control Order (MCO). Due to traffic restrictions and market

operations hours under the Movement Control Order (MCO), farmers were unable to transport perishable goods, especially to large cities in Malaysia, and were consequently compelled to destroy hundreds of tonnes of fruits and vegetables. On the other hand, the inability to transport fish into large city marketplaces compelled fishermen to discard them into the water. The agriculture and food processing industries have both seen disruption and a considerable increase in food waste as a result of all of this. In addition to farmers, fishermen also faced financial difficulties after losing their main source of income, and in 2021, there would be no room for complacency. Globally, an additional 135 million people are predicted to experience extreme food insecurity in the first half of 2021. The United Nations World Food Programme (2020) estimates that 265 million people globally could experience food insecurity by the end of 2020 as a result of income loss. For this reason, it is one of the Sustainable Development Goals (SDGs) that helps the world's poorest nations succeed economically. The pandemic's consequences severely impair households that spend up to 70% of their income on food, particularly those in the lowest 40% of the population.

Agriculture and food security experts recently claimed that the 2021 Budget fails to address long-standing challenges in the country's agriculture sector (Rashidi, Abdul Fatah, & Saili, 2021). The Malaysian Ministry of Agriculture and Food Industries is expected to unveil more target-specific policies and strategies to help accelerate the agriculture sector's transformation into a dynamic, cutting-edge, and globally competitive industry, particularly in the subsector of agricultural entrepreneur development and agro-based processing activities. Farmers must also use green innovation that is socially and environmentally responsible to boost productivity.

2. LITERATURE REVIEW

Empirical studies on green enterprise risk management rarely emphasize an integrated approach towards strategy research unless it is incorporating with finance and accounting area by appearing mostly in accounting and finance journals instead of management journals. The research in finance and accounting emphasizes tools that apply only to risks with well-defined statistical properties.

Moreover, the tools offered in finance and accounting research are often mathematically complex, too difficult to understand by most managers, especially in the agriculture sector. An integrated empirical approach by management scholars and risk management is most welcome, especially by relevant work in management on risk, strategic management, organizational change, and other relevant topics.

Basically, various conceptualizations of green enterprise risk management have led to the unclear articulation of the definition of enterprise risk management itself. To make it simpler, the conceptual roots of enterprise risk management can be categorized into two categories: firstly, from an academic journal, and secondly, from standards setting organizations, industry publications, industry associations, consulting firms, and rating agencies.

In contrast to the previous silo approach to risk management, risk management emerged in the late 1990s with the idea that a firm should identify and (where possible) measure all of its risk exposures, including operational and competitive risks, and manage them within a single, unified framework. The word "intangible" refers to something that is not measurable or perceptible. Intangible resources, by definition, are considerably harder to define than tangible resources. The balance sheet usually does not cover all of the aspects that are included in intangible resources. According to definitions, intangible resources are "nonphysical factors that contribute to or are employed in creating commodities or delivering services, or that are projected to provide future productive benefits for the individuals or firms that control the use of those factors. Assets are defined as the things that a company possesses, while capabilities are defined as the things that the company does. The categories of resources listed and selected for this study were chosen because they are popular among academics and have been mentioned in a wide range of studies, including those in the fields of economics, marketing, strategic management, and general management. This construct was comprised of company reputation, copyrights, culture, reputation for customer service, designs, HRM policies, organizational structure, patents, product reputation, and trademarks. In a simple manner, all the items concerned can be grouped under three different main headings, namely, intellectual property assets, organizational assets and reputation assets.

Trademarks, copyrights, designs, and patents fall under intellectual property assets, which usually have their own legal protection that enables the firm to create barriers to duplication by its competitors. Culture, human resource management policies, and organizational structure fall under organizational assets, which are also able to resist the duplication efforts of competitors as they have high levels of specificity. The reputational asset is the third group under intangible resources, which contained company reputation, customer service reputation, and product reputation. It reflects the credibility and quality of the firm.

2.1. Entrepreneurship's use of Enterprise Risk Management

Research on the importance of enterprise risk management as a connection between business strategy and SME success was done by Rehman and Anwar (2019).The researcher provided a standardized questionnaire to 327 Pakistani SMEs. It has been demonstrated that enterprise risk management moderates the association between SME performance and business management. Furthermore, this study demonstrates that the success of SMEs is unaffected by corporate risk management. Therefore, senior management must take strategic action to implement appropriate and effective corporate risk management strategies, thereby enhancing profitability (Rehman & Anwar, 2019).

In a different study, Ade et al. (2020) investigated corporate risk management. The aim of this study is to find out how enterprise risk management techniques affect SMEs' ability to thrive in Lagos State. A cross-sectional survey was used to collect data from 400 SMEs in Lagos State. Descriptive and inferential statistical techniques were then used for analysis. Researchers has demonstrated the significant impact of enterprise risk management on the capacity of SMEs of the respective state. Therefore, the researcher suggested using enterprise risk management as a critical

business function to help SMEs prosper. Furthermore, in order to force SMEs to implement enterprise risk management, the government must continue to educate them about its benefits and impose required rules.

These earlier studies support the findings of Kulathunga, Ye, Sharma, and Weerathunga (2020), who discovered a positive relationship between corporate risk management practices and SME performance. This study by Kulathunga et al. (2020) uses enterprise risk management as a mediator between financial literacy and SME performance. Managers can create suitable long-term plans and strategies to improve organizational performance by using effective enterprise risk management, which enables them to anticipate the opportunities and difficulties that may come from changes in the global economy (Yilmaz & Flouris, 2017).

Previous research by Maruhun et al. (2018) demonstrates the extensive exploration of ERM by past scholars in various industries. There is not much empirical research that examines the relationship between enterprise risk management and corporate value, according to Maruhun et al. (2018). Maruhun et al. (2018) created the enterprise risk management index, an effective measurement instrument, to close this gap in enterprise risk management. According to Maruhun et al. (2018) enterprise risk management can only be measured using a limited number of suitable and comprehensive dimensions. Thus, the researcher developed an enterprise risk management index based on data from a literature analysis. Academics and practitioners can use this enterprise risk management index to conduct empirical research and evaluate the maturity level of their organization's enterprise risk management program (Maruhun et al., 2018).

Although agriculture has the potential to address these issues and reduce youth unemployment, it seems that young people do not favor agriculture. This is likely due to their negative perceptions of the industry, which are centered around its labor-intensive nature, high cost, risk, and vulnerabilities. Furthermore, the agriculture sector remains in second place and is considered inferior. It might be because most young people are disinterested in working in agriculture since they think the industry pays poorly and offers little opportunity for advancement (Stapa, Bakar, & Hashim, 2021). Due to lower investment compared to other sectors and declining enthusiasm among young workers, many young people are moving to the city and leaving the farm in the care of the senior farmers. Furthermore, in order to maintain the industry, this has encouraged the farm's owner to employ foreign workers to work on their property (Saili, Saili, & Hamzah, 2018). Metelerkamp, Drimie, and Biggs (2019) claim that young people don't want to work in the agriculture industry because they think it's a dull field. Furthermore, research from other nations has shown that younger farmers have higher occupational mobility, and that leaving farming is a regular move for farmers under the age of thirty.

3. METHODOLOGY

This study collected data using self-administered questionnaires. The factors that were adopted were measured using a total of 37 items, as per Galbreath and Galvin (2008). The study's data analysis was conducted using SmartPLS V4.0. Following the questionnaire's distribution to the relevant Agropreneur firm, 54 respondents were deemed to be authentic. Figure 1 depicts the research framework for this study.

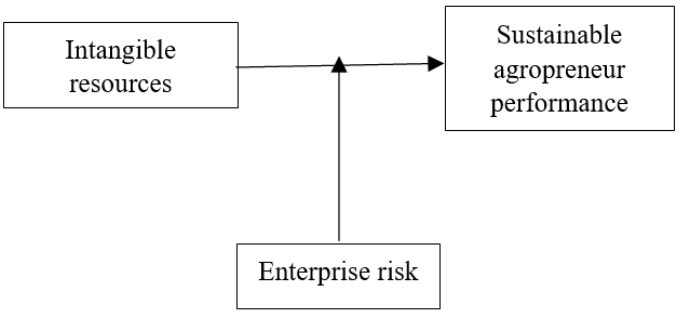

Figure 1. Research framework.

4. RESULTS AND DISCUSSION

Based on their demographic data, the respondents come from a variety of educational backgrounds, according to the distribution. Indicating that they have extensive expertise in the agricultural sector and are dependable and capable of providing unbiased survey responses, over 72% of the respondents have over ten years of work experience in the field which is critical to the study's validity.

4.1. Assessment of Measurement Model

Convergent validity was demonstrated at the indicator level by all item loadings, which were all more than 0.50 and significant at the 0.01 level (Hulland, 1999). The fact that all average variance extracted (AVE) values were larger than 0.50 suggests cconvergent validity at the construct level. When each construct's composite reliability (CR) is greater than the 0.7 criterion, the measurement model is said to have sufficient internal consistency and dependability (Gefen, Straub, & Boudreau, 2000).

When the reliability coefficient is greater than 0.70, it is considered satisfactory.

As a result, the findings show that the internal consistency and reliability of the items used to represent the constructs are good. The outcomes listed above are shown in Table 1 as follows:

Table 1. AVE and composite reliability.

Variables	Intangible resources	Enterprise risk	Sustainable performance
Intangible resources	-	-	-
Enterprise risk	0.526	-	-
Sustainable performance	0.503	0.557	-

As for Table 2, the HTMT criterion also indicates that the confidence interval does not show the value of 1 on any of the constructs, confirming discriminant validity.

Table 2. Heterotrait-monotrait ratio (HTMT).

Variables	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Intangible resources	0.814	0.825	0.524
Enterprise risk	0.964	0.972	0.585
Sustainable performance	0.803	0.806	0.719

4.2. Assessment of Structural Model

According to Henseler, Ringle, and Sinkovics (2009) when a small number of external constructs explain the endogenous construct, moderate or medium R2 values are appropriate. In terms of this study, enterprise risk accounted for 30.5% of the variance in sustainable performance, while intangible resources contributed 23.7% of the variance with R2 = (0.237), which is regarded as moderate. Intangible resources have a moderate impact on generating the R2 for enterprise risk, according to the f2 value of 0.311. Conversely, a little effect is indicated in the production of the R2 for sustainable performance by the $f2$ value of 0.194. The model has a medium predictive significance for the performance construct, according to the predictive relevance (Q2), which has a value greater than 0.

As to the study's findings, intangible resources play a crucial role in elucidating the correlation between intangible resources and risk management associated with entrepreneurship. This validates the findings of Razak, Pangil, Zin, Yunus, and Asnawi (2016) about the importance of intangible resources on any beneficial enterprise risk management approaches in larger companies. Consequently, the t-value of 4.811 indicated that H1 was supported. The structural path coefficient was below the t stat range of 1.521, as indicated in Table 3, which means that the theories linking intangible resources to the firm's sustainable performance were not validated. Therefor, H2 was disapproved. Regarding hypothesis H3, the results indicate that enterprise risks have a noteworthy influence on the long-term success of agribusiness, as indicated by the t value of 3.284.

Table 3. Path coefficients, observed t-statistics, and results for all hypothesized paths.

Hypothesis	Path coefficient	t-value
Intangible resources -> Enterprise risk	0.487	4.811 **
Intangible resources -> Sustainable performance	0.208	1.521
Enterprise risk -> Sustainable performance	0.420	3.284**

Note: Values > 1.645 ($p < 0.05$); ** t-values > 2.33 ($p < 0.01$) (One-tailed test).

Based on Table 4, as indicated by Preacher and Hayes (2008) the significant indirect effects 95% Boot CI: [Lower Level = 0.090, Upper Level = 0.416] did not straddle a 0 in between, indicating mediation. Thus, this testing concluded that enterprise risk had a significant mediation effect between intangible resources and Agropreneur sustainable performance relationships.

Table 4. Bootstrapped confidence interval calculation.

Indirect effect	SE	t-values	LL	UL
0.205	0.082	2.488 **	0.090	0.416

Note: t-values > 1.645 ($p < 0.05$); ** t-values > 2.33 ($p < 0.01$) (One-tailed test).

5. CONCLUSION

As previously stated, sustainability is a competitive component in modern enterprises. Stakeholders are increasingly interested in businesses that provide better sustainability. Green risk management has enabled firms to achieve environmental sustainability; consequently, this green risk management strategy can be regarded as advantageous for modern organizations. Green risk management has enabled firms to decrease financial losses by lowering risks and using cost-effective, sustainable alternatives. It has also increased the organizations' profit-making prospects by boosting their reputations among stakeholders.

Green risk management has helped managers link long-term goals with risk-mitigation measures. As a result, it can be viewed as a time- and cost-effective method of minimizing risks and ensuring sustainability. Green risk management has enabled enterprises to assure total protection of both external and internal stakeholders, especially in agriculture sector. Environmental performance of an environmental management system can be measured and evaluated based on environmental goals, objectives, and policies from green risk management. Controlling environmental elements has a direct impact on environmental performance. Environmental performance as a business' operations that directly affect the surrounding natural environment is crucial for agriculture firms.

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Transparency: The authors state that the manuscript is honest, truthful, and transparent, that no key aspects of the investigation have been omitted, and that any differences from the study as planned have been clarified. This study followed all writing ethics.
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