



Chief in Editor,  
e-Bangi: Journal of Social Sciences & Humanities

16 July 2025

Dear Chief in Editor,

**MANUSCRIPT SUBMISSION**

I hereby submit my manuscript entitled "Faktor Dan Kelestarian Perniagaan Runcit Dan Kaitannya Dengan Budaya Niaga (Factors Influencing the Sustainability of Retail Businesses and Their Relationship with Business Culture)" by Nurul Natasha Sofea Mohammad and Azima Abdul Manaf which we would like to be considered for publication in e-Bangi: Journal of Social Sciences & Humanities

The sustainability of business culture among small retailers is an important aspect that has a significant impact on the success and stability of the local economy in Malaysia and around the world. Most of the past studies on business culture discuss policy, strategy, and business management in Malaysia. However, very limited studies have been carried out that emphasize the sustainability aspects of business culture as well as the resilience of small retail traders in facing various economic and social challenges in Malaysia. The objective of this study is to study the factors of business culture that influence the success of traders in the study area, to analyse business culture as a determining element to their success in business and to analyse the factors that determine the success of traders in the study area. This study uses quantitative methods. This study also uses a cluster sampling method and data collection is done through a questionnaire using a Likert scale to get respondents' views on "Sustainability of Business Culture among Small Retailers." The sample selection consisted of 40 small traders, and the data was analysed using the Statistical Package for Social Sciences (SPSS) program version 27 by using the mean score to obtain values in the data set. The findings of the last study found that the method of determining success is a determining factor in the success of traders in the study area because the methods or strategies used in managing business can have a significant impact on the performance and success of traders. Effective methods can help increase productivity, operational efficiency, as well as increase competitiveness in the market. The implications of this study found that grocery stores need to be emphasized because they are the main contributors to the growth of the micro economy and the sustainability of the local business network.

The authors have read and approved the paper and it has not been published previously nor it being considered by any other peer-reviewed journal.

Any response, comment and suggestion from the journal are very much appreciated.

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Thank you

Your sincerely,

Azima Abdul Manaf (PhD)  
Universiti Kebangsaan Malaysia

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