

**NAJAH ENTREPRENEUR E-CLICK CENTER (NECC) AND THE EVOLUTION OF
ASNAF EMPOWERMENT: FROM STUDENT INITIATIVES TO COMMUNITY
PLATFORM**

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Abstract	<p><i>Asnaf is a group that is eligible to receive zakat to cover their living needs. However, paying zakat is no longer enough to break them free from the cycle of poverty. As a result, developing asnaf entrepreneur is one of the ways to guarantee that they may be independent and contribute to society through profitable economic activity. This research is conducted to study the existing platform of Najah Entrepreneur E-Click Center (NECC) as a medium in managing asnaf student entrepreneur. Then, to suggest the strategies to strengthen and empower the platform in managing asnaf community entrepreneur through digital technology. This study uses qualitative approach that focuses on in-depth document analysis and website content analysis. The study then is analyzed by using thematic analysis. The result of the study shows that the effectiveness of NECC as a medium for asnaf student entrepreneur is the one of the main platforms in promoting entrepreneurship development. The potential of NECC into a asnaf community entrepreneur digital platform can be strengthened and empowered by five additional strategies which are development of training module and e-learning, integration of e-commerce and e-payment system, profile data center of asnaf community entrepreneur, mentoring support and professional networking and performance monitoring and effectiveness evaluation system. Further study is recommended to involve field survey and interview with asnaf community entrepreneur. It aims to evaluate the effectiveness of the digital platform in empowering the asnaf community economy. Through a digital approach, the asnaf community entrepreneur can be empowered with continuous entrepreneurial training, broader market opportunities and access to a strong support ecosystem.</i></p> <p>Keywords: <i>Asnaf, Entrepreneurship, Digital, Empowerment, Zakat.</i></p>
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INTRODUCTION

Asnaf is a group who are entitled to receive zakat to meet their living needs. However, providing zakat is no longer sufficient to make them freedom from the cycle of poverty. Therefore, the development of *asnaf* entrepreneur is one of the effective strategies in ensuring that zakat recipients can be independent and contribute back to society through productive economic activities (Aziz et al., 2017).

According to Ahmad (2012), *asnaf* entrepreneur is from *asnaf* group who are assisted by the zakat management through entrepreneurial programs with the aim of freeing this group from the poor and needy. They are encouraged to venture into the business through special courses arranged by the zakat management. The development involves almost all zakat management institutions throughout the states.

Entrepreneurship programs are also constantly reviewed from time to time to ensure the relevance of the programs being carried out. It indirectly helps *asnaf* entrepreneur compete with other entrepreneurs out there (Jumbri & Zainudin 2011). Collaboration between zakat management and experts in the field of business and entrepreneurship is also a proactive step due to the lack of expertise within the zakat institutions themselves (Mansor et al., 2014).

Higher education institutions in Malaysia also play an important role in building entrepreneurial capacity among *asnaf* student. Along with the changing global economy, entrepreneurship is now increasingly dependent on digital technology which opens wider space for marketing, networking and innovation (Tan, 2020). In the meantime, Najah Entrepreneur E-Click Center (NECC) is one of the mediums that was established to the *asnaf* student entrepreneur as a support platform at the university level.

Indirectly, the function of NECC has the potential to be widely expanded into a digital platform for the *asnaf* community. This transformation ensures that the *asnaf* group is not left behind in the rapidly growing digitalization of the economy other than strengthening the role of productive zakat in community development. Therefore, this article aims to study the existing platform of Najah Entrepreneur E-Click Center (NECC) as a medium in managing *asnaf* student entrepreneur. Then, suggest the strategies to strengthen and empower the platform in managing *asnaf* community entrepreneur through digital technology.

LITERATURE REVIEW

***Asnaf* Entrepreneurship As A Socioeconomic Strategy**

The development of *asnaf* entrepreneur is now an important strategy to break the cycle of poverty. The *asnaf* involved in entrepreneurial activities can improve their standard of living and give a positive impact to the local economy. Hassan and Salleh (2020) emphasized that this approach is more effective than allocating cash as it builds the value of independence and responsibility. This is in line with the goal of productive zakat which emphasizes the transformation of zakat recipients into zakat payers in the future.

Studies in Malaysia show that small business capital support can significantly increase the income of *asnaf* within 6–12 months (Nurziani & Kadir, 2021). In Indonesia, Azizah and Wahyuni (2022) reported that zakat recipients who start micro businesses can increase the income up to 40% within two years. This study proves that active involvement in business is more effective than passive zakat aid. In other words, entrepreneurship functions as a social mobility mechanism that can structurally change the economic position of *asnaf*.

In addition, the socio-economic perspective of *asnaf* entrepreneurship also emphasizes the importance of social justice and provides a sense of empowerment. *Asnaf* who are successful in business can be role models for other communities, thus creating an economic culture based on productivity and innovation. Therefore, the *asnaf* entrepreneurship should be seen as an instrument for poverty reduction and as a community development strategy.

The Role Of Zakat Institutions In Entrepreneurial Development

Zakat institutions are the main parties in providing funds and capital support for the development of *asnaf* entrepreneur. Salleh and Ibrahim (2018) stated that productive zakat is the best mechanism in managing zakat funds for sustainable economic development. This includes capital financing, entrepreneurial training and marketing support. Nor and Yusof (2020) found that productive zakat programs that channelled equipment assistance and business capital have significantly reduced urban poverty rates.

Aziz et al. (2021) showed that the combination of zakat management with digital technology increases transparency and speeds up the distribution of aid. The digital zakat model has the potential to be integrated with entrepreneurial platforms so that *asnaf* receives integrated support in terms of funds, training and marketing.

In addition, Omar and Jamaludin (2021) emphasized that the success of productive zakat requires a continuous monitoring system to ensure that zakat recipients are truly successful in developing businesses. In this case, the integration of a digital platform that can monitor the performance of *asnaf* businesses is very important so that zakat funds are utilized optimally.

Social Entrepreneurship Model

Social entrepreneurship is a model that combines social goals with economic sustainability. Yunus (2019) emphasized that businesses based on social missions can help marginalized groups escape from the poverty. Ahmad and Mahmud (2021) added that the integration of social entrepreneurship with digital technology can expand social impact through a wider network.

Kusuma and Ningsih (2022) found that digital cooperatives based on *asnaf* communities in Indonesia successfully combined social capital with modern technology to reduce economic gaps. This model emphasizes profit and also community well-being. In the Malaysian context, the social entrepreneurship model can be applied by emphasizing elements of community networking and collective economic empowerment.

In addition, the social entrepreneurship model emphasizes the active involvement of various parties including universities, zakat institutions and NGOs. This collaboration is important to create a stronger support ecosystem. In this way, it can be a commercial platform and social development based on digital technology.

Digitalization In The *Asnaf* Community Entrepreneurship Management

The use of digital technology in the management of *asnaf* community entrepreneurship is increasingly important in the context of inclusive economic development. According to a report by BERNAMA (2024), the Selangor Zakat Board (LZS) has implemented digitalization initiatives to improve *asnaf* entrepreneurial opportunities through the use of e-commerce and digital marketing platforms. This approach is in line with the social entrepreneurship framework, where zakat institution act as social development agent that combine welfare objectives and economic sustainability.

Besides, a report by the Federal Territory Islamic Religious Council (MAIWP, 2025) shows that the use of digital platforms strengthens the monitoring of the performance of *asnaf* entrepreneur based on outcomes (outcome-based approach). This approach supports the transformation of the role of zakat institution from a mere provider of financial assistance to a catalyst for the development of social entrepreneurship.

Through digital entrepreneurship training and market support, *asnaf* are guided to build resilient businesses with the potential to generate sustainable income. Digitalization enables performance data to be systematically analyzed to assess the effectiveness of zakat intervention on *asnaf* economic mobility. A study by Abdullah et al. (2022) found that the use of mobile applications among micro-entrepreneurs can improve business management efficiency, reduce operating costs and increase transaction transparency. It gives a direct impact on the empowerment of the *asnaf* community to manage their businesses more systematically.

In addition, digitalization allows zakat institution or entrepreneurial development to track the performance of *asnaf* entrepreneur in real time. Through digital platforms, data on sales, training and the level of progress of entrepreneur can be managed accordingly. A study by Omar and Fauzi (2021) showed that the integration of technology in small business management can increase the reliability of financiers and facilitate access to financial support. Therefore, the digitalization gives benefits to the entrepreneurs and stakeholders who channel fund or guidance.

Mohamad et al. (2023) emphasized that effective digital management can strengthen the competitiveness of B40 entrepreneurs including the *asnaf* community as it increases technological literacy and forms a data-based business culture. The transformation towards a digital platform is in line with the goal of empowering the entrepreneurship of the *asnaf* community through efficient and structured management.

METHODOLOGY

This study uses a qualitative approach that focuses on in-depth document analysis and website content analysis. The qualitative approach is chosen because it provides space to understand the phenomenon contextually, holistically and in-depth especially in relation to the role of the Najah Entrepreneur E-Click Center (NECC) in developing the *asnaf* community entrepreneur through a digital platform.

Document analysis is used to evaluate materials related to NECC such as activity reports website development documents, articles and information published online. According to Bowen (2009), document analysis is an effective method to obtain contextual information, identify patterns and evaluate the implementation of a program. In this study, document analysis allows researcher to understand the objectives and strategies of NECC in developing *asnaf* entrepreneur.

Besides, website content analysis is used to evaluate the structure, design and function of the NECC. This method allows researcher to observe and analyze website navigation, ease of information access and interactive functions provided for users. Krippendorff (2019) explained that content analysis is a systematic approach that is suitable for printed and digital data including websites as it allows for data categorization and critical interpretation of meaning.

In addition, Elo and Kyngas (2008) emphasized that qualitative content analysis is able to identify pattern and theme that emerge from the data and making it suitable for evaluating the role of NECC in facilitating the involvement of *asnaf* entrepreneur. Farkas (2012) also supported this approach by showing that website and digital platform can be evaluated as a medium for interaction, learning and community development.

The use of document analysis and website content analysis is seen as appropriate because this study focuses on evaluating digital system that have been developed without involving large-scale primary data collection. The study then is analyzed by using thematic analysis. Boyatzis (1998) stated that thematic analysis is the process of encoding qualitative material. The encoding procedure requires a distinct code or theme that may be found in the data. A theme is a pattern in information that describes and organizes potential observations while also interpreting certain aspects of the phenomenon.

Through this methodology, the study can identify strengths, weaknesses, opportunities and relevant improvement suggestion to strengthen the management of *asnaf* community entrepreneur through digital platform.

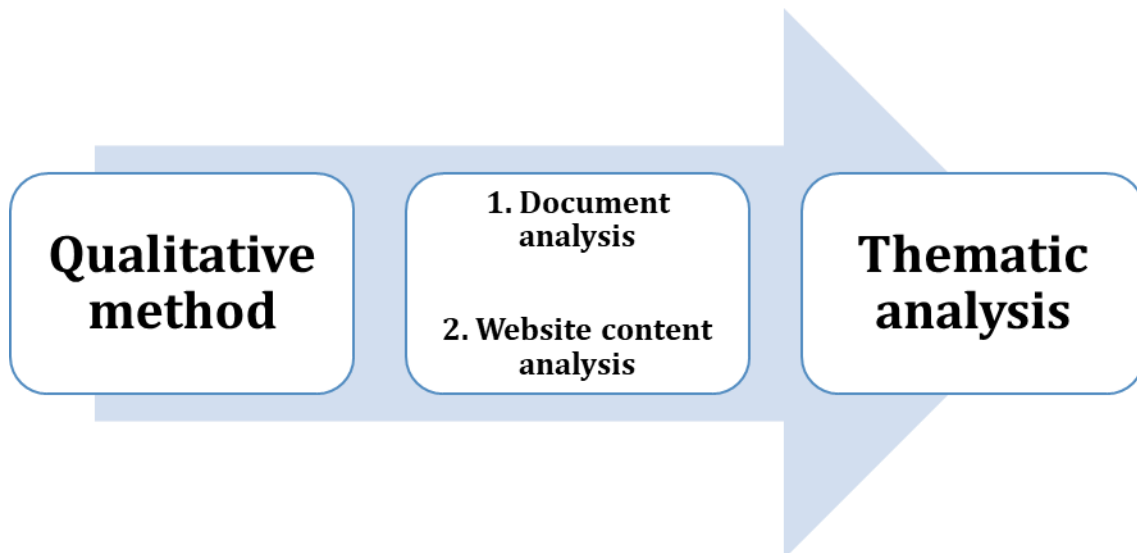


Figure 1: Methodology of the study

FINDINGS

THE EFFECTIVENESS OF NECC AS A MEDIUM FOR *ASNAF* STUDENT ENTREPRENEUR



Figure 2: Front page of the website ([Najah Entrepreneur E-Click Center](#))

Based on the figure above, NECC has proven to be one of the main platforms in promoting entrepreneurship development especially among *asnaf* student at the university. Through the systematic provision of information, the website provides a flowchart of the entrepreneurship program application consisting of nine clear steps and procedures. The flowchart serves as a guide for *asnaf* student to understand the participation process in detail, thus making it easier for them to access information related to the registration process and implementation of business activities.

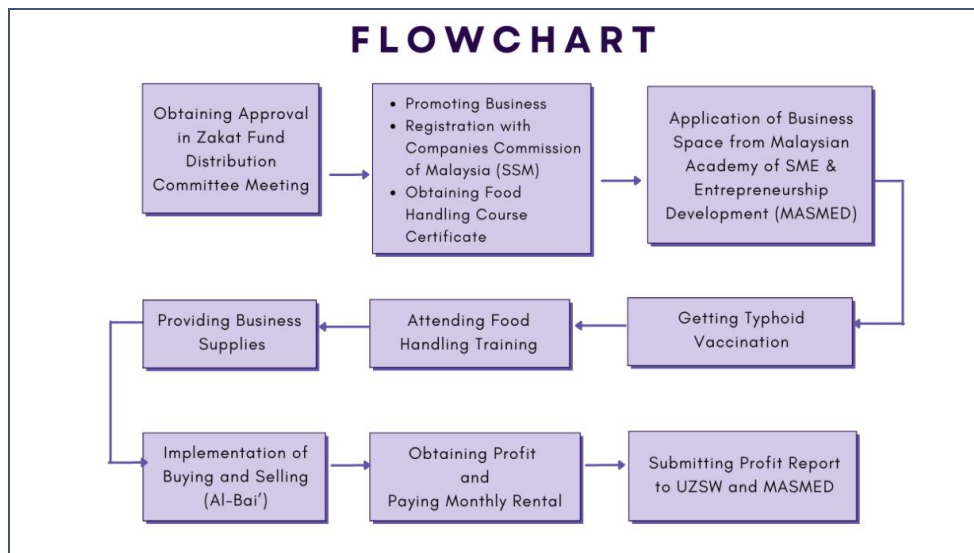


Figure 3: Flowchart of the application of entrepreneurship program

Besides, there is a special hyperlink provided to facilitate direct registration with the Companies Commission of Malaysia (SSM), in addition to the contact details of the authorities for further information. This facility reflects the role of NECC as a medium that is informative and practical in supporting the aspirations of *asnaf* student to involve into the field of entrepreneurship.

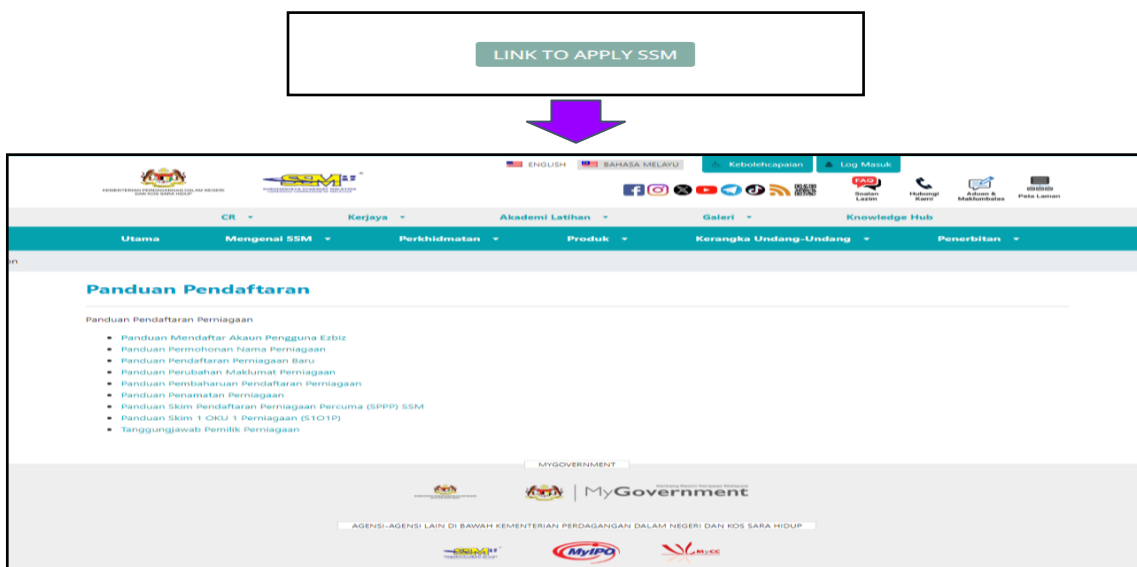


Figure 4: Hyperlink to the Companies Commission of Malaysia (SSM)



Figure 5: Contact details for further authorised information

Apart from that, the NECC website also features a gallery section that displays various entrepreneurship programs that have been implemented. This section provides a visual representation of the effectiveness of the program and highlights the active involvement of students in various activities organized.



Figure 6: Gallery section of entrepreneurship program

The provision of a Frequently Asked Questions (FAQ) section also serves as a dynamic reference source because it helps answer general questions faster and at the same time will be updated from time to time in line with the addition of new questions. This effort reflects NECC's commitment to maintain the relevance and effectiveness of the information shared to the target audience.

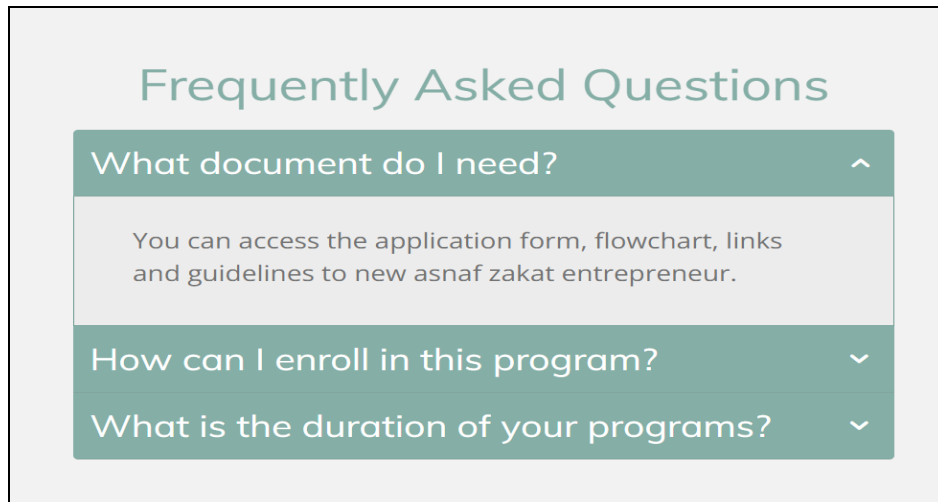


Figure 7: Frequently Asked Questions (FAQ) section

Furthermore, NECC also emphasizes the aspect of direct communication by providing information on the Person-in-Charge (PIC) for the website. Students, entrepreneurs or stakeholders can contact the PIC for further clarification or to resolve specific issues related to the program. In fact, the location of the NECC team is also stated to facilitate any official business that requires physical presence. Overall, this effort shows that NECC is a good digital platform and functions as an active support ecosystem in guiding *asnaf* student towards sustainable entrepreneurial development.

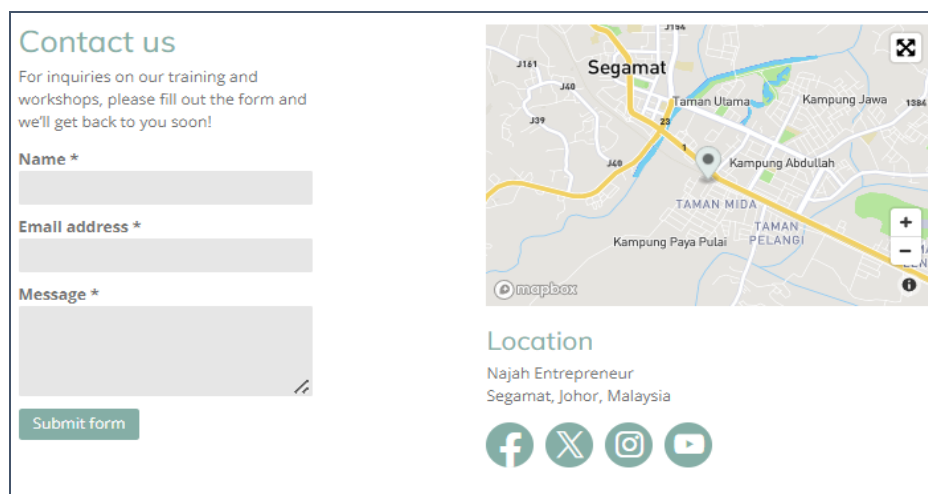


Figure 8: Person-in-Charge (PIC) for the website and location provided

Moreover, there is also feedback video from PIC of *asnaf* entrepreneurship program as follows:

"I think this website really help asnaf students to apply the entrepreneurship program and get the application information wisely. Besides, this website is not only focus to the UiTM asnaf students but also gives information to the society and other entrepreneur to run the business and the registration as this website provides further information related to business".



Figure 9: Feedback from PIC of asnaf entrepreneurship program

Based on the feedback, it can be said that NECC is seen to play a significant role in helping *asnaf* student apply for the entrepreneurship program and obtain information related to the application systematically. The information given eases the process and allows *asnaf* student to plan and make decision wisely for the participation.

In addition, the effectiveness of NECC is recognized through its success in obtaining Gold Award in the 5th Virtual International Breakthrough Invention, Innovation and Design Exhibition (VI-BiiDE 2024) innovation competition organized by UiTM Pahang Branch, Raub Campus. This award is given because NECC is one of the innovative websites that functions as a website of business funding specifically for *asnaf* zakat student.

The achievement highlights the practical value of NECC as a medium of entrepreneurship support and strengthen its reputation as a competitive digital platform. This also shows the position of NECC as a reference model in the development of entrepreneurship ecosystem based on the *asnaf* community entrepreneur.



Figure 10: Certificate of gold award

DISCUSSION

Potential Of Necc Into *Asnaf* Community Entrepreneur Digital Platform

The transformation of NECC from *asnaf* student medium to the *asnaf* community platform show a good potential to open greater space for *asnaf* entrepreneurship. Also, the role of supporting institution is very important in ensuring that the NECC platform can run smoothly. In this context, NECC can be a pilot project to practice social entrepreneurship theory and build a sustainability model for the *asnaf* community. On the other hand, zakat institutions play important role to provide fund, monitor and manage systematic distribution mechanism.

Based on the findings, there are several key strategies that can be implemented to strengthen NECC as *asnaf* community entrepreneur digital platform as follows:

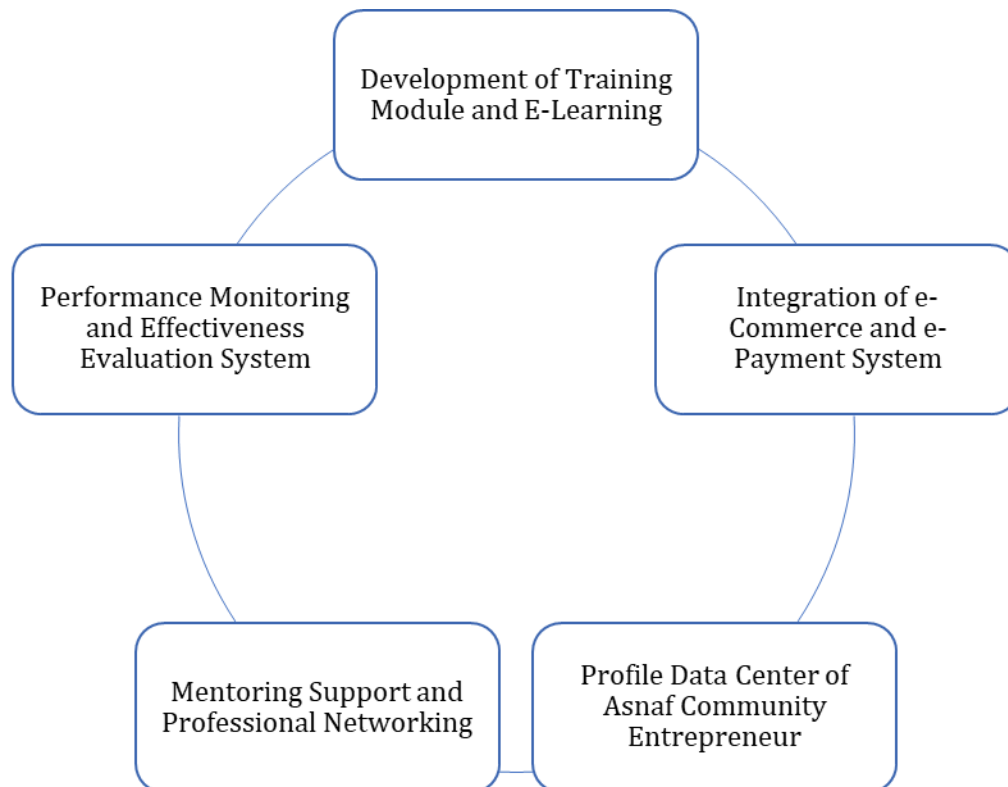


Figure 11: Strategies to strengthen and empower the platform in managing *asnaf* community entrepreneur

According to figure 10, the five strategies are development of training module and e-learning, integration of e-commerce and e-payment system, profile data center of *asnaf* community entrepreneur, mentoring support and professional networking and performance monitoring and effectiveness evaluation system.

Development Of Training Module And E-Learning

In expanding the functions of NECC to *asnaf* community entrepreneur, the training module and e-learning are very important initiatives. Usually, *asnaf* community entrepreneur faces the challenges of limited basic business knowledge especially in the aspects of financial management, digital marketing and operation management. Through structured training module, they can learn skills for current market needs without relying entirely on face-to-face learning. The e-learning concept through the website also allows them to access knowledge at any time and place in line with the principle of flexible learning.

Besides, training modules can be accessed according to the entrepreneur's level of readiness such as basic, intermediate, and advanced. Entrepreneur who are just starting a business can start with basic module such as how to manage daily finances, while those

who are more experienced can follow advanced module related to export strategies or halal certification.

This tiered structure allows NECC to function as a lifelong learning center for various levels of *asnaf* community entrepreneur. Research shows that a structured training approach through a digital platform increases the level of mastery of skills and the ability of entrepreneur to adapt to market challenges (Ally, 2019). In addition, interactive module such as videos or discussion forums will increase the effectiveness of learning.

Studies have shown that interactive elements in e-learning can increase understanding and level of motivation of participants to continue learning (Moore et al., 2011). In the context of the *asnaf* community, this is important because they have limited learning experience, thus requiring an interesting and easy-to-follow delivery method. Finally, these e-learning module can be empowered with official recognition in the form of digital certificates.

Such recognition can increase the confidence of entrepreneur in the market and also can be used as proof of competence when applying for funding or participating in other development programs. Thus, the development of community-focused training and e-learning module will make NECC more inclusive and relevant other than increasing the effectiveness of the platform as a one-stop center for *asnaf* entrepreneurship development.

Integration Of E-Commerce And E-Payment System

The integration of e-commerce and e-payment systems in NECC are the main key to expand its function for *asnaf* community entrepreneur. In the digital era, entrepreneur can no longer rely solely on physical sales due to market limitations and operating costs. With the availability of a virtual storefront through NECC, *asnaf* community entrepreneur can market their products directly to customers without third-party platform that often charge high commission. This can directly increase net profits and reduce transaction costs.

Besides, digital payment system or e-payment is very important as it is easier for customers to make purchases quickly and safely. According to Dahlberg et al. (2015), the use of e-payments can increase transaction efficiency, reduce cash risks and build customer confidence in small businesses. Indirectly, it allows entrepreneur to record sales automatically.

In addition, e-commerce through NECC can highlight community products in an online catalogue that is easily accessible to general users. Category-based search functions such as food, clothing and service can make it easier for customers to make choices. According to Laudon and Traver (2021), e-commerce plays a significant role as a sales medium and branding space to increase the market value of local products. Thus, *asnaf* community entrepreneur products will be more easily recognized and compete in the wider market.

Furthermore, this e-commerce function can be supported by logistics integration such as automatic shipping cost calculation, shipping tracking and cooperation with courier service providers. It will increase the level of professionalism of *asnaf* entrepreneur's businesses as the customers tend to choose platforms that offer a convenient and comprehensive shopping experience. Thus, NECC can become an information platform and act as a digital trading hub that supports the sustainability of *asnaf* community entrepreneur businesses.

Profile Data Center Of Ansaf Community Entrepreneur

The third strategy is to create profile data center of *asnaf* community entrepreneur in the NECC platform. The data center will collect complete information about each entrepreneur such as business detail, product or service offered, location of operation and level of business development. The existence of such database is important because it functions as an official directory that can be accessed by stakeholders such as government agencies,

NGOs or financial institutions. With the structured data, the process of distributing aid, monitoring performance and opportunities for collaboration can be carried out effectively.

Also, the data center can also function as a tool to build a collaborative network between entrepreneurs. For example, a food entrepreneur among *asnaf* can connect with entrepreneurs who offer packaging or marketing services. Through this collaboration, operating costs can be reduced while the added value of the product increases.

The data center also allows for a more in-depth analysis of industry trends among *asnaf* community entrepreneur. For example, management can identify dominant sectors such as food, textile or service and examine the growth potential of each sector. Studies have shown that a regularly updated entrepreneurship database can help policymakers plan more targeted and high-impact economic development strategies (World Bank, 2020). This is particularly significant as the *asnaf* community entrepreneur often faces constraints in accessing formal markets.

Furthermore, the data center can be integrated with an open search system that allows general users to search products or services by category. NECC can function as an internal database and as a promotional platform to introduce *asnaf* community entrepreneur to a wider viewer. As a result, NECC will become a strategic repository that supports community entrepreneurship development and strengthening its position as a digital hub.

Mentoring Support And Professional Networking

Next, providing a space for mentoring support and professional networking is one of the strategies to strengthen the NECC. *Asnaf* community entrepreneur often face challenges in obtaining direct guidance from industry experts or experienced mentors. Through NECC, mentorship can be created in the form of virtual forums, individual consultation sessions or periodic webinars. *Asnaf* community entrepreneur can access relevant advice both theory and practical experience.

Mentorship program has been proven to play an important role in accelerating small business growth. A study conducted by St-Jean and Audet (2012) showed that mentorship increases entrepreneur's capabilities in terms of self-confidence, decision-making skills and resilience in facing challenges. In the context of *asnaf* entrepreneur, mentoring can help them master digital marketing strategies, product branding or business risk management which may be difficult to learn through self-training.

Furthermore, the professional networking space in the NECC will open opportunities for collaboration with the corporate sector, financial institutions and universities. According to Granovetter (1985), social networking serves as significant capital that supports economic success as they facilitate the flow of information, market opportunities and access to financial resources. By connecting *asnaf* community entrepreneur to professional networking, the opportunity to penetrate new markets and attract investment will be greater.

In addition to economic benefits, mentorship networks can also strengthen social values by creating a culture of mutual support in the community. *Asnaf* community entrepreneur who succeed can be the mentor to the next generation and create a continuous cycle of support. This is in line with the Sustainable Development Goals (SDG) which emphasizes the importance of cooperation in eradicating poverty through local economic development. Therefore, the integration of mentorship and professional networks in the NECC will provide significant added value to the role of this platform.

Performance Monitoring And Effectiveness Evaluation System

Finally, it is suggested that there is a development of a performance monitoring and effectiveness evaluation system for *asnaf* community entrepreneur registered with NECC. The platform should include key performance indicators (KPIs) such as sales volume, business growth rate, level of engagement in training and effectiveness of marketing

strategies. With a systematic monitoring system, management can assess the level of achievement of each entrepreneur and identify those who need additional intervention.

Performance monitoring is also important from an accountability and transparency perspective. Performance data collected can be reported periodically through an interactive dashboard at NECC. This allows funding agencies, financial institutions and the community to see the real impact of the entrepreneurial development program.

According to Kaplan and Norton (1996), a performance measurement system such as the Balanced Scorecard allows organization to evaluate achievement from a financial perspective, learning perspective, internal processes and customer satisfaction. This model can be adapted for the context of community entrepreneurship.

Furthermore, an effectiveness evaluation system will help the management to improve the program offered. For example, if data shows that digital marketing training has a significant impact on increasing sales, the module can be expanded. On the other hand, module that are less effective can be revised or replaced. Studies have shown that continuous evaluation in entrepreneur development programs increases the efficiency of resource use and ensures that benefits are optimally channelled (Henry et al., 2017).

Finally, transparent performance monitoring also motivates *asnaf* community entrepreneur to maintain their commitment. When their achievements are publicly recognized, it can increase self-confidence and inspires other *asnaf* communities to participate. Thus, the effectiveness monitoring and evaluation system is not just a technical tool, but also an important instrument in building a culture of excellence among *asnaf* entrepreneur in the community.

THEORETICAL LINKAGE BETWEEN NECC'S MODEL AND SOCIAL ENTREPRENEURSHIP MODEL

According to Dees (1998), social entrepreneurship is the acceptance of a mission to generate and maintain social value along with innovation, ongoing education and beneficiary accountability. This framework and the NECC platform are highly compatible in several ways.

Firstly, social mission orientation. The main objective of NECC is to empower *asnaf* community economically through entrepreneurship. This is perfectly aligned with Dees's focus on social mission as the key component of social entrepreneurship. Secondly, innovation through digital platforms. The development of NECC into a digital entrepreneurial ecosystem which includes e-learning, e-commerce, mentorship and performance monitoring emphasize process and organizational innovation.

Thirdly, accountability and impact measurement. Dees believe that social businesses must regularly evaluate their social impact and be accountable to stakeholders is reflected in the suggested performance monitoring and assessment system. Therefore, NECC implements Dees' theoretical model by incorporating digital innovation to produce long-term social effect for the *asnaf* community.

Theoretical Linkage Between Necc's Model And Hybrid Social Enterprise Model

As mentioned by Zahra et al. (2009), social entrepreneurship is divided into three categories which are social engineers, social constructionists and social bricoleurs. The model that most closely resembles NECC is social constructionist. Without drastically changing current economic institutions, NECC fills important institutional gaps that *asnaf* entrepreneur experience, such as limited access to markets, training and professional networks. NECC improves inclusivity and accessibility by cooperating with zakat institutions, universities, financial institutions and NGOs.

This positioning is academically relevant because it indicates how NECC works as a scalable and replicable model that can be adopted by zakat authorities and higher education institutions. NECC demonstrates how digital platforms can work as hybrid

social enterprises that expand impact without disrupting institutional structures and making it a feasible model for zakat-driven development.

Theoretical Linkage Between Necc's Model And Institutional Theory

According to institutional theory (North, 1990), zakat institution serve as formal institution that decrease uncertainty, offer governance and ensure accountability. Collaboration between NECC and zakat bodies enhances legitimacy, ensures systematic fund distribution and strengthens monitoring and transparency measures. This connection reinforces the claim that NECC is an institutionally integrated social enterprise rather than just a technical platform.

CONCLUSION

To sum up, this study shows the importance of the transformation of the Najah Entrepreneur E-Click Center (NECC) from the *asnaf* student entrepreneur medium to a digital platform of *asnaf* community entrepreneur. This transformation is in line with technology development that emphasizes social inclusion. Through a digital approach, the *asnaf* community entrepreneur can be empowered with continuous entrepreneurial training, broader market opportunities and access to a strong support ecosystem.

Further study is recommended to involve field survey and interview with *asnaf* community entrepreneur. It aims to empirically evaluate the effectiveness of the digital platform in empowering the *asnaf* community economy.

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