

**MICRO ENTREPRENEURS FINANCIAL LITERACY, NETWORKING
STRATEGIES, AND SURVIVABILITY**

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APPROVAL SHEET

This dissertation entitled **“MICRO ENTREPRENEURS FINANCIAL LITERACY, NETWORKING STRATEGIES, AND SURVIVABILITY,”** submitted by **Roelson M. Lood**, in partial fulfillment of the requirements for the degree **Doctor in Management**, has been examined and is recommended for acceptance and approval for Oral Examination.


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DEDICATION

I dedicate this dissertation to my family, especially my nanay, whose unwavering support and encouragement have been my anchor throughout this academic journey.

To my Nanay Alanie, whose sacrifices and guidance
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GENERAL ABSTRACT

Financial literacy and networking strategies form essential foundations for strengthening the survivability of micro-entrepreneurs. This study aimed to determine the levels of financial literacy and networking strategies and examine their relationship with micro-enterprise survivability, while also exploring how financial literacy shapes the lived experiences of entrepreneurs in sustaining their businesses in Aloran, Misamis Occidental. The quantitative study included 135 micro-entrepreneurs selected through purposive sampling, while the qualitative study involved 10 participants chosen through a purposive sampling technique. Financial Literacy, Networking Strategies, and Micro Entrepreneurs' Survivability. Questionnaires were used to gather quantitative data, while a researcher-made interview guide was used to capture experiential insights from the participants. Mean, Standard Deviation, Pearson Product–Moment Correlation, and Simple Linear Regression Analysis were used for as data analyses, while Moustakas' phenomenological method was used in analyzing the qualitative data. Results revealed that micro-entrepreneurs demonstrated very high financial literacy and survivability, with networking strategies rated high. Financial literacy in terms of financial knowledge influenced micro entrepreneurs' sustainability in terms of cost leadership, while networking strategies in terms of collaboration and partnership affect longevity and innovation. Financial knowledge emerged as a predictor of micro entrepreneurs sustainability. Qualitative findings indicated the following themes: financial literacy operates as an embodied financial control as emotional stability and resilience, financially guided spatial management: organizing business spaces for efficiency and sustainability, financial literacy as a temporal anchor: reflecting on past challenges, navigating present operations,

and securing future sustainability, and financial literacy as a foundation for trust and sustainable relationships, financial tools and practices as pillars of business sustainability. Thus, financial literacy plays a part in making the micro businesses survive in the complex entrepreneurial ecosystem. In this vein, future research may integrate mediation analysis to strengthen the indirect effect of networking strategies on the relationship between financial literacy and business survivability.

Keywords: *business sustainability, entrepreneurial resilience, financial literacy, micro-enterprises, networking strategies*

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Chapter 1

GENERAL INTRODUCTION

Rationale of the Study

Micro-entrepreneurs stand as crucial drivers of the global economy, fueling economic growth, job creation, and innovation across both developed and developing nations (Casimiro et al., 2025). Globally, the micro-entrepreneurs contribute significantly to poverty reduction and inclusive economic development by promoting entrepreneurship and community empowerment (Muda et al., 2024). However, micro entrepreneurs face persistent challenges such as limited financial literacy, restricted market access, and inadequate funding opportunities, which hinder their ability to compete globally (Bayakhmoteva et al., 2023). The enhancement of financial management skills enables entrepreneurs to make informed decisions that support long-term business sustainability and global competitiveness. Moreover, building international networks enables microentrepreneurs to collaborate with foreign partners, access new markets, and share innovative practices (Donggon et al., 2024; DTI Region 2, 2024). Thus, combining financial capability with cross-border networking can strengthen their adaptability and position them as vital contributors to the international economic landscape.

Financial literacy is an essential factor in managing and handling scarce resources, as economic choices are more complex and interconnected (Bayakhmoteva et al., 2023). It shapes how individuals and micro-entrepreneurs decide on saving, borrowing, risk-taking, and investing, which, in turn, affects long-term financial stability and resilience (Sconti & Fernandez, 2023; Swiecka et al., 2020). In many rural areas, including Philippine

provinces, microentrepreneurs' ability to access credit or formal financing usually depends on their financial knowledge and confidence in using it (Hasan & Hoque, 2021). Across Indonesia, Cambodia, Laos, Malaysia, and Singapore, studies have shown that gaps in financial literacy remain wide, with low saving rates, weak investment activity, and limited capacity to make informed decisions on money matters (Askar et al., 2020; Makatita, 2024). In Misamis Occidental, Mendez (2025) found that many microentrepreneurs are still unaware of the financing programs of the Small Business Corporation under DTI, suggesting that a lack of information can quietly restrict growth opportunities. When financial skills remain weak and access to reliable financial channels is limited, micro entrepreneurs are more prone to stagnation or early shutdown, even if they have market potential. Strengthening literacy and access to finance together may therefore help microentrepreneurs in rural settings become more stable, competitive, and better positioned for long-term resilience (Nogueira et al., 2025).

Across multiple countries, networking has been shown to undergird the sustainability and survival of businesses by enabling resource sharing, innovation, and market access. In Pakistan, managerial and business ties significantly enhance frugal innovation among microentrepreneurs, with leaders using networks to mobilize limited resources in challenging environments (Xuecheng & Iqbal, 2022). In Tanzania's tourism sector, networks combined with governance mechanisms improve the performance of small and micro tourism enterprises (SMTEs) by helping firms build stakeholder trust and navigate institutional constraints (Buzohera, 2025). In Indonesia's creative industries, entrepreneurs with strong networking capabilities report greater innovation and are more likely to sustain their startups in the face of uncertainty (Zeanette & Muhamad, 2022). The

integration of collaborative networks helps exporting businesses, especially immigrant-owned firms, benefit from cross-border ties that enhance export performance compared to those relying solely on domestic or weak networks (Ashourizadeh & Saeedikiya, 2022). Moreover, recent work examining networked business models in nascent sustainable innovation markets revealed that firms leverage both existing supply-chain partnerships and new network actors to reduce risk, share knowledge, and adapt over project phases, which supports their capacity to survive in changing environments (Bankel & Govik, 2024)

Micro entrepreneurs play a crucial role in driving national and local economic development. They owned businesses with 1 to 9 employees, mostly consisting of family members or a small group of people. These small ventures are often the backbone of community-level entrepreneurship. Despite their limited resources, micro entrepreneurs contribute significantly to income generation and employment across various sectors. Micro entrepreneurs foster inclusive growth and enhance economic stability by supporting local production and services (Sutrisno, 2023). In the Philippines, micro entrepreneurs are essential economic drivers of livelihood and skill-building opportunities, targeting disadvantaged groups (Capiña, 2021). The promotion of microentrepreneurs not only uplifts communities but also strengthens national resilience and rural development (Carpio, 2023).

Survivability among micro entrepreneurs refers to the capacity of very small firms to continue operating, generate sufficient cash flow to cover basic expenses, and navigate shocks without shutting down (Kassa, 2021). It is not limited to profit, but rather the ability to endure changing market conditions, supply fluctuations, and personal or family-based economic stresses that are common in very small ventures. For micro entrepreneurs,

survivability often hinges on how they manage scarce resources, adjust their business models quickly, and sustain relationships with suppliers, customers, and informal support networks (Zaidi et al., 2022). Unlike larger firms that have buffers, micro entrepreneurs must survive from short sales cycles, inconsistent demand, and unpredictable local market dynamics (Wahyudiono et al., 2024). In this vein, survivability becomes both a behavioral skill and an adaptive capability that reflects how microentrepreneurs respond to uncertainty rather than just their business size (Alves & Carvalho, 2022). In essence, survivability measures whether a micro entrepreneur can continue to function over time despite the structural vulnerabilities that come with limited capital, manpower, and institutional protection (Lobaton, 2023).

While the literature is evident from previous studies, a clear knowledge gap exists regarding how financial literacy and networking strategies collectively influence the survivability of micro entrepreneurs. Although numerous studies have explored these variables separately, few have examined their combined, predictive effects on enterprise sustainability, especially in rural settings. Much of the existing research remains concentrated on urban areas, leaving small-town and rural businesses understudied and underrepresented (Alshebami, 2024). This uneven focus limits understanding of how rural entrepreneurs cope with financial barriers, institutional weaknesses, and restricted market access. The lack of integrated evidence that connects financial literacy and networking practices also highlights the absence of a comprehensive framework explaining how these factors reinforce each other in sustaining micro entrepreneurs. Addressing this knowledge gap is critical to formulating strategies that strengthen the resilience and long-term viability of rural microentrepreneurs.

The purpose of this study is to examine how micro entrepreneurs' financial know-how and the ways they build connections with others influence the ability of their ventures to sustain operations in Misamis Occidental. The study focuses on how micro-entrepreneurs navigate everyday financial practices while simultaneously relying on personal networks, connections, and available support, recognizing that these elements work together to sustain their businesses rather than operate independently. Many micro firms struggle not just because of low sales, but because they lack both financial guidance and people they can rely on for information or opportunity. By examining these two areas together, this study can show how microentrepreneurs deal with stress, slow sales cycles, and unexpected problems during their business journey. The main purpose is to understand how both financial skills and relationships silently shape micro entrepreneurs' chances of enduring in a rural province where resources and opportunities are much scarcer.

This study provides practical insights for micro entrepreneurs, policymakers, and institutions seeking to strengthen rural economies. The findings will help micro entrepreneurs develop strategies to enhance financial management, foster collaboration, and improve resilience. Policymakers will also be able to design training programs and financial inclusion initiatives tailored to the realities of rural entrepreneurs. Beyond its practical value, this research contributes to a broader understanding of microentrepreneurs' resilience and its implications for inclusive economic growth. Finally, the study aims to support the development of stronger, more adaptive micro-entrepreneurs who can thrive amid uncertainty and change.

Theoretical Framework

This study will be anchored in three theories: Financial Socialization Theory by Bernheim et al. (1998), Financial Capability by Sherraden et al. (2018), and Human Capital Theory by Gary Becker (1964).

The *Financial Socialization Theory* by Bernheim (1998) explains that individuals develop their financial understanding and habits through continuous interaction with family members, peers, and social institutions. This process of social learning shapes how people manage money, make financial decisions, and form attitudes toward saving and investing throughout life. In relation to micro entrepreneurs, the theory provides insight into how they acquire financial literacy and apply it in areas such as budgeting, investing, and resource management. It also highlights the importance of social and professional connections, which serve as channels for gaining financial knowledge and practical business insights. The theory supports the idea that financial literacy and networking strategies are closely linked and influence the long-term viability and success of microentrepreneurs.

The *Financial Socialization Theory* by Bernheim (1998) connects with the development of financial behavior and the way micro-entrepreneurs manage their businesses. It suggests that financial literacy is not innate but learned through social interactions and shared experiences with family, peers, and mentors. In this study, the theory helps explain how micro entrepreneurs gain the financial knowledge and discipline needed to handle budgeting, investments, and other financial decisions. It also connects to networking strategies, as entrepreneurs often refine their financial skills and business judgment through collaborations and professional relationships. These learned behaviors

and connections strengthen their ability to adapt and sustain their ventures amid financial or market challenges. Therefore, the theory shows how financial literacy and networking strategies, as independent variables, interact to enhance microentrepreneurs' survival.

Researchers applying Financial Socialization Theory have produced mixed but complementary findings on how social learning shapes financial outcomes. For example, Pak (2024) shows that family and other socialization agents strongly influence early financial well-being, indicating a durable link between social exposure and adult financial outcomes. Legenzova and Leckè (2024) extended the theory to adulthood. They found that explicit family financial conversations raise investment literacy, while implicit observation of family behavior can sometimes have weaker or even negative associations with knowledge and attitudes. Kaur (2024) observed that parental and family financial practices boost young adults' financial self-efficacy, which, in turn, translates into more responsible financial behavior. In the Pakistani context, where formal financial education is often limited or inaccessible, families emerge as the primary source of financial learning, shaping how individuals apply financial knowledge in real-life decision-making. The use of Financial Socialization Theory explained how social and familial influences interact with financial literacy to shape behavior. However, they also highlight important contextual differences in which socialization modes matter most.

The *Financial Capability Theory* (Sherraden et al., 2018) explains that financial well-being is achieved not only through knowledge and skills but also through the ability to apply them in real financial situations. It emphasizes that individuals and entrepreneurs must have both financial understanding and access to resources, such as credit and institutional support, to make sound financial choices. In relation to micro entrepreneurs,

the theory helps clarify how micro entrepreneurs use their financial knowledge in budgeting, investment, and risk management while relying on networks to gain market access and opportunities. It also emphasizes that financial literacy by itself is not enough to guarantee success unless supported by the necessary structures and opportunities to apply it. Through this perspective, networking strategies become essential, as they expand an entrepreneur's capacity to turn knowledge into action.

The theory supports the study's view that financial literacy and networking strategies work together to strengthen the survival of microentrepreneurs. It explains that financial capability goes beyond simply understanding money. The theory helps clarify how micro entrepreneurs combine what they know about budgeting, saving, and investing with their ability to access credit, markets, and institutional support. It also relates to networking strategies, as connections with other entrepreneurs and organizations provide the resources and information needed to make better financial choices. These combined factors enhance their ability to remain competitive and resilient despite limited capital and market uncertainty. It further illustrates how financial literacy and networking strategies interact as independent variables that strengthen the survival of microentrepreneurs.

Recent Financial Capability research has shown that pairing knowledge with real access is essential for entrepreneurs to translate learning into better business outcomes. Studies find that low-income entrepreneurs who score higher on measures of financial capability, knowledge, management skills, and access to services report greater financial well-being and lower financial stress (Guo & Huang, 2023). Work in microenterprise contexts also indicates that financial literacy improves firm performance mainly when credit and market access are available, suggesting that access acts as a crucial enabling

condition (Manafe & Wungubelen, 2024). Empirical evidence shows that digital financial capability (skills to use fintech) strengthens this link by making services more reachable for small firms (Susan et al., 2024). Meanwhile, financial capability reduces managerial stress and supports resilience during shocks, but effects vary with local institutions and the availability of supportive networks (Jayasekara, 2024). In this vein, Financial Capability Theory serves as a guiding framework for this study by contextualizing the relevance of financial literacy and networking strategies for survival in microenterprises.

Human Capital Theory by Gary Becker (1964) explains that individuals develop productive abilities through investments in education, training, and experience, which enhance performance and economic outcomes. The theory emphasizes that knowledge and skills are valuable forms of capital that directly influence decision-making and efficiency. For micro-entrepreneurs, financial knowledge is a critical asset that strengthens cost management, resource allocation, and strategic planning. Entrepreneurs who invest in developing financial knowledge are better able to control costs, manage risks, and sustain business operations. The theory supports the view that financial knowledge is a key driver of micro-entrepreneurs' survivability and long-term business viability.

Human Capital Theory also connects with the development of financial knowledge and the way micro-entrepreneurs manage their businesses. Accordingly, financial competence is not innate but acquired through education, training, and accumulated business experience. In this study, the theory helps explain how micro entrepreneurs build the financial knowledge needed to manage costs, allocate resources efficiently, and make informed business decisions. It also relates to networking strategies, as learning is often reinforced through interactions with peers, mentors, and support institutions that enhance

micro entrepreneurs' skills and judgment. These accumulated skills and experience strengthen microentrepreneurs' capacity to achieve cost leadership and sustain their ventures amid financial and market challenges.

Research shows that human capital theory is widely used in investments in financial and managerial knowledge, which are critical for entrepreneurs to convert learning into sustained business performance and survival. Accordingly, micro entrepreneurs with stronger human capital, as reflected in financial knowledge, education, and managerial skills, demonstrate better cost control, operational efficiency, and resilience in resource-constrained environments (Molosiwa & Molosiwa, 2025). The integration of skills development enhanced innovation and strategic decision-making, improving microentrepreneurs' performance and long-term viability (Dinku et al., 2024). Subsequently, continuous human capital development enables microentrepreneurs to adapt to market changes and withstand economic shocks more effectively, particularly in developing and rural contexts (Lanre-Babalola, 2023). Therefore, capital theory posits that financial knowledge, rather than routine behavior alone, functions as a key asset that strengthens cost leadership and the survival of micro-entrepreneurs.

Statement of the Problem

This study sought to determine the influence of financial literacy and networking strategies on the survivability of micro enterprenuers. Specifically, it aimed to address the following objectives:

1. What is the level of financial literacy of micro entrepreneurs in terms of financial knowledge and financial behavior?

2. What is the level of networking strategies of micro entrepreneurs in terms of information sharing, support and membership, and collaboration and partnership?
3. What is the level of micro entrepreneurs' survivability in terms of financial management, innovation, adaptability, and resource management?
4. Is there a significant relationship between financial literacy and micro entrepreneurs survivability?
5. Is there a significant relationship between networking strategies and micro entrepreneurs' survivability?
6. What predictors significantly influence the survivability of micro entrepreneurs?
7. What are the lived experiences of micro entrepreneurs regarding how financial literacy shapes business sustainability?

Null Hypotheses

Ho1: There is no significant relationship between financial literacy and micro entrepreneurs survivability.

Ho2: There is no significant relationship between networking strategies and micro entrepreneurs survivability.

Ho3: There are no significant predictors of micro entrepreneurs survivability

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Chapter 2

MICRO ENTREPRENEURS FINANCIAL LITERACY, NETWORKING STRATEGIES, AND SURVIVABILITY

ABSTRACT

Financial literacy and networking strategies form essential foundations for strengthening the survivability of micro entrepreneurs. This study aimed to explore the relationship between micro entrepreneurs' financial literacy and networking strategies toward business survivability in Aloran, Misamis Occidental. The study included 135 micro-entrepreneurs who were selected through purposive sampling. The study took place in Aloran, Misamis Occidental. Financial Literacy, Networking Strategies, Micro Entrepreneurs Survivability questionnaires were used as research instruments. Mean, Standard Deviation, Pearson Product–Moment Correlation, and Simple Linear Regression Analysis were utilized for data analysis. Results revealed that micro entrepreneurs demonstrated a very high level of financial literacy and survivability, while networking strategies were rated high, with information sharing emerging as the most utilized practice. Financial knowledge showed a influenced cost leadership, and networking strategies were associated with Longevity and Innovation. Financial knowledge emerged as a significant predictor of micro-entrepreneurs survivability. The finding revealed that financial knowledge and active networking engagement play a crucial role in sustaining operational efficiency, innovation, and longevity. Thus, the findings indicate that while financial literacy and networking strategies influence different dimensions of micro-entrepreneurs'

survivability, financial knowledge and active relational engagement collectively strengthen operational efficiency, innovation, and longevity, positioning micro-entrepreneurs for sustained business continuity. Development initiatives may strengthen application-focused financial routines, promote collaborative information exchange, and continuously assess support mechanisms to enhance the long-term resilience of micro-entrepreneurs.

Keywords: *financial literacy, longevity, micro-entrepreneurs, networking strategies, survivability*

INTRODUCTION

Micro-entrepreneurs play a vital role in promoting economic growth and maintaining national economic balance worldwide (Sutrisno, 2023). In the Philippines, the Department of Trade and Industry (2003) describes them as businesses operating in sectors such as industry, agribusiness, or services, regardless of who owns them. The micro entrepreneurs employ fewer than 10 workers and have a capital of not more than three million pesos. In Indonesia, microentrepreneurs are a key to reducing unemployment, while limited entrepreneurial activity tends to increase joblessness (Prasetyo, 2021). The government support for this sector can strengthen economic resilience. In the Philippines, most business operations are run by micro and small entrepreneurs, which drive rural development and provide valuable work experience, training, and livelihood opportunities to disadvantaged groups (Capiña, 2021).

Financial literacy goes beyond simply knowing how to handle money; it reflects how individuals and entrepreneurs understand financial concepts, cultivate responsible attitudes toward finances, and make sound decisions that influence their overall stability and growth. Accordingly, strong financial literacy improves investment behavior and long-term financial well-being (Sconti & Fernandez, 2023). Meanwhile, it also postulates an active role in promoting resilience among businesses and economies (Swiecka et al., 2020). However, many micro entrepreneurs in rural areas continue to face challenges, such as limited financial knowledge and restricted access to formal banking services, which make it difficult for them to sustain their business operations (Hasan & Hoque, 2021). This situation is evident in Aloran, Misamis Occidental, where most microentrepreneurs operate small, family-run ventures engaged in trading, food vending, and service-oriented

activities. Despite assistance from the local government and the Department of Trade and Industry, many micro entrepreneurs still depend on informal lending and lack structured financial training or strong business networks. Understanding how financial literacy and networking strategies shape the survival of these micro-entrepreneurs is essential, as both factors play a vital role in strengthening their capacity to adapt, compete, and thrive in Aloran's evolving local economy.

Financial literacy among micro entrepreneurs refers to their understanding and use of financial knowledge, which helps them make sound business decisions, such as budgeting, planning, and managing costs (Derby et al., 2023). Proper financial literacy enables microentrepreneurs to allocate scarce resources to improve operational efficiency and resiliency (Aassouli & Ahmed, 2023). Financially literate microentrepreneurs are better at managing financial information, anticipating cash flow, and improving decision-making regarding savings and investments (Yakob et al., 2021). Moreover, greater financial knowledge helps entrepreneurs interact more effectively with financial institutions, increasing their access to appropriate financing and reducing barriers to capital. Financial literacy contributes to greater business sustainability by enabling microentrepreneurs to manage financial risks, set long-term goals, and adapt to changing market conditions (Babajide et al., 2023).

Networking strategies in micro entrepreneurs are deliberate efforts to build and maintain relationships with stakeholders such as customers, suppliers, financial institutions, and industry peers. These strategies are purposeful, focusing on the exchange of knowledge, resources, and opportunities to help microentrepreneurs overcome limitations in capital, expertise, and market reach. This drives product innovation and long-

term sustainability of micro entrepreneurs (Alamsyah et al., 2024). Furthermore, strong networks amplify the impact of sustainability practices on financial performance, enabling microentrepreneurs with broader connections to gain greater benefits from their sustainable initiatives (Nurhana & Razak, 2024). Strong networking capabilities also support digital innovation and enhance productivity, contributing to sustainable performance in micro entrepreneurs (Tariq et al., 2024). Subsequently, networking strategies serve as a critical driver of microentrepreneurs' survival, as they not only strengthen competitiveness but also ensure adaptability in dynamic market environments (Alshebami, 2024).

Micro entrepreneurs' survivability is the ability of micro businesses to keep their ventures running despite financial limitations, unstable markets, or unexpected challenges (Mugambe, 2024). It also reflects how micro entrepreneurs manage scarce resources, maintain cash flow, and adapt quickly when faced with economic or personal setbacks. More than just achieving profit, survivability is about sustaining operations and preserving livelihoods in an unpredictable business environment (Culebro-Martínez, 2024). It depends on a micro entrepreneur's capacity to make strategic adjustments, nurture relationships with customers and suppliers, and seek alternative ways to stay afloat during difficult periods. Within this study, survivability is viewed as both a behavioral strength and an adaptive capability that enables micro entrepreneurs to endure and recover from disruptions while continuing to contribute to local economic growth (Casinillo & Salabao, 2023).

There's a knowledge gap regarding the role of financial literacy and networking strategies as key drivers of microentrepreneur survival. Few studies have examined the role of financial literacy and networking strategies as key drivers of microentrepreneurs' survivability, particularly in rural settings. While existing research emphasizes the

importance of financial knowledge for business growth, much of it focuses on urban areas, leaving rural microentrepreneurs underexplored. Networking, on the other hand, has been recognized as a valuable tool for business expansion, yet its connection to long-term survivability in micro and local entrepreneurs remains unclear (Alshebami, 2024). This knowledge gap limits a comprehensive understanding of how rural microentrepreneurs sustain themselves in challenging environments. Addressing this issue is critical, as microentrepreneurs in rural areas often face unique constraints, including limited access to capital, weak market linkages, and scarce institutional support. The examination of financial literacy and networking strategies sought to fill a gap in the existing literature and to provide practical insights for enhancing the sustainability of rural microentrepreneurs.

The study aimed to address this gap by providing insights to guide policies and programs supporting microentrepreneurs in disadvantaged communities. Additionally, this research offers new perspectives on how financial knowledge and stakeholder connections can strengthen microentrepreneurs facing resource and market constraints. The findings could also guide micro entrepreneurs in adopting practical approaches that enhance decision-making, competitiveness, and long-term sustainability. Policymakers and support institutions may also benefit, as the results can inform the creation of training programs and development initiatives tailored to rural contexts. Moreover, this study contributes to the broader understanding of microentrepreneurs' resilience, which is essential for promoting inclusive growth, reducing unemployment, and strengthening local economies.

Conceptual framework

The framework encompasses two independent variables, which are financial literacy and networking strategies, that form part of the dependent variable, which is the micro entrepreneurs' survivability.

Financial literacy in this study is understood as the combination of knowledge, attitudes, behaviors, and decision-making skills that guide how individuals manage their money and fulfill their daily financial responsibilities. It reflects a person's capacity to create budgets, manage savings, use credit wisely, and evaluate financial options that affect both short-term needs and long-term goals (Nogueira & Tavares, 2025). Conceptually, it refers to the level of understanding and awareness a person has regarding financial concepts and how those ideas shape their personal views about money and risk (Kiril, 2020). Financial literacy in this study refers to key dimensions or constructs for measuring how micro entrepreneurs perceive and apply financial practices in real-life situations. Financial literacy encompasses a range of constructs, including *financial knowledge* and *financial behavior*.

Financial knowledge in micro entrepreneurs refers to the owner's ability to understand and apply key financial concepts that support business operations (Daskalakis, 2025). It involves managing cash flow, preparing budgets, and evaluating the costs and benefits of financial decisions (Riyadi & Hadyarti, 2024). With this knowledge, micro entrepreneurs are better equipped to access credit, use banking services, and explore investment opportunities that contribute to growth. It also helps them identify potential risks and make informed choices to safeguard their business's stability (Widyastuti et al., 2023). For micro-entrepreneurial businesses, financial knowledge becomes a foundation

for sustainability, as it guides daily operations and long-term planning in a competitive environment.

Meanwhile, *Financial behavior* is the actual actions and practices that micro entrepreneurs take in managing their money (Fitraya et al., 2025). This includes how they handle daily cash flow, record income and expenses, and make decisions about savings, borrowing, or investing (Setiani et al., 2024). Good financial behavior often shows in practices like preparing budgets, paying debts on time, and separating business and personal funds (Foenay, 2021). It also involves being disciplined in spending and cautious about taking unnecessary risks. For microentrepreneurs, financial behavior is important because it directly affects the survival and growth of their businesses (Leyeza, 2023). Inconsistent or poor financial practices can lead to liquidity issues, whereas sound financial practices help sustain operations and build long-term stability (Setiani et al., 2024).

Networking strategies in this study refer to how micro entrepreneurs intentionally connect with people and institutions that can support their daily operations and future growth. In simple terms, it involves the relationships they build with customers, suppliers, fellow entrepreneurs, banks, and even government offices that can provide information, opportunities, or assistance that can help the business do better (Sutrisno, 2023; Mendoza & Sario, 2025). These connections are important because microentrepreneurs often lack resources, guidance, or market access, relying instead on shared knowledge, referrals, or collaboration to move forward (Vu et al., 2023). For this research, networking strategies are measured through the active engagement of entrepreneurs in building connections with their counterparts or stakeholders. This serves as the basis for identifying the different constructs that make up networking strategies in microentrepreneurs. **Networking**

strategies encompass a range of constructs, including information and *knowledge sharing*, *support and membership*, and *collaboration and partnership*.

Information and knowledge sharing are very important aspects involved in networking activities. These help microentrepreneurs gain an edge over some competitors (Kurniawan et al., 2023). This also refers to the exchange of data, ideas, and experiences among individuals, groups, or organizations to improve understanding and decision-making (Kurniawan, 2023). While information sharing often deals with facts and figures, knowledge sharing goes further by including skills, insights, and lessons learned through practice (Kurniawan, 2023). For micro entrepreneurs, these practices are vital, as they enable them to gain market insights, learn from peers, and adopt strategies that strengthen their operations (Nasution et al., 2025). Network sharing also builds trust with stakeholders such as suppliers, customers, and community partners, which creates stronger networks and alliances. When done effectively, it helps microentrepreneurs reduce risk, solve problems more quickly, and foster innovation. In this way, information and knowledge sharing become important tools that support both the growth and long-term sustainability of small businesses (Utami et al., 2020).

Support and membership, in the context of micro entrepreneurs, refer to the formal and informal networks they join to gain access to resources, opportunities, and a sense of community. These can include membership in trade associations, chambers of commerce, cooperatives, or local business groups that provide training, advocacy, and shared services. Such affiliations often give microentrepreneurs greater visibility, credibility, and bargaining power in the market. Support also comes in the form of mentorship, peer learning, and access to information that individual firms may not obtain on their own

(Mayanja et al., 2025). By being part of these networks, micro entrepreneurs can navigate challenges more effectively, tap into collective knowledge, and strengthen resilience during times of uncertainty (Ghauri et al., 2023). In this vein, support and membership create pathways for small businesses to grow sustainably and enhance their long-term survival.

Collaboration and partnership among micro entrepreneurs describe how micro businesses connect with other companies, organizations, or stakeholders to pursue mutual objectives (Sutrisno, 2023). These ties may take the form of supplier-buyer linkages, joint ventures, or cooperation with local government units and community groups (Setiadi et al., 2025). By working together, micro entrepreneurs can reach wider markets, adopt new technologies, and tap into financial resources that would otherwise be out of reach. Such efforts also create opportunities for knowledge and practical skills sharing, enabling entrepreneurs to benefit from one another's experiences (Paulino, 2024). Partnerships help ease risks by allowing firms to share responsibilities and pool resources, particularly during uncertain periods (Saci & Mansour, 2023). In the long run, these collaborative relationships strengthen networks, improve competitiveness, and support the sustainable growth of entrepreneurs.

Micro entrepreneurs' survivability is a central concept in this study, referring to their ability to continue operating and growing despite risks, uncertainties, or limited resources (Zaidi et al., 2023). It captures how microentrepreneurs maintain stability, adapt their strategies, and overcome obstacles when confronted with financial challenges, market fluctuations, or competitive pressures (Susilawati, 2024; Supramono, 2025). It also reflects the resilience of businesses in responding to crises, innovating where necessary, and

managing resources effectively to sustain performance over time. Survivability in this research will be measured through several key constructs including *financial management*, *innovation*, *adaptability*, and *resource utilization*, which form part of how micro entrepreneurs implement strategies that help their businesses endure challenges. This concept provides the foundation for exploring the factors that enable microentrepreneurs to survive, recover, and remain competitive in dynamic environments.

Longevity in the context of micro entrepreneurs' business operations refers to the ability of micro entrepreneurs to sustain operations and remain competitive over an extended period of time (Wahyudiono et al., 2024). It involves maintaining consistent performance, adapting to market changes, and ensuring the continued relevance of products and services (Hayat et al., 2022). For micro entrepreneurs, longevity is not only about survival but also about achieving growth through strategic planning, innovation, and effective resource management (Valenza, 2024). Businesses that focus on long-term stability tend to build stronger brand credibility, retain skilled employees, and develop loyal customer bases. By prioritizing sustainable practices and continuous improvement, micro entrepreneurs can secure their market position and withstand economic challenges, ensuring business continuity and resilience for years to come (Balderaz & Amoguis, 2024).

Innovation is the process of creating, improving, or applying new ideas, methods, or products that enhance business performance and competitiveness (Latifah et al., 2022). In micro entrepreneurs, this refers to an enterprise's ability to introduce fresh approaches in operations, marketing, or customer service that generate added value and respond effectively to market demands. *Innovation* involves not only technological advancements but also creative problem-solving, process improvements, and the development of new

business models (Flaminiano 2024). For microentrepreneurs, it represents adaptability to changing environments, differentiation from competitors, and the ability to seize emerging opportunities. Microentrepreneurs who foster innovation are more likely to improve efficiency, strengthen customer loyalty, and expand into new markets (Rubio-Andrés et al., 2024).

Adaptability is the ability of micro entrepreneurs to adjust their strategies, operations, and practices in response to changing circumstances and challenges (Anatan, 2024). This refers to a business's capacity to remain flexible and responsive in the face of market shifts, economic disruptions, or evolving customer needs (Kumar et al., 2025). *Adaptability* also involves openness to change, willingness to revise existing processes, and readiness to embrace new opportunities or technologies (Angeles 2024). For micro entrepreneurs, adaptability enables them to cope with limited resources while still sustaining operations and remaining competitive. Micro entrepreneurs who cultivate adaptability are more likely to withstand uncertainty, recover from setbacks, and pursue growth despite external pressures.

Cost leadership in the context of micro entrepreneurs refers to a strategic approach that minimizes production and operational costs to offer products or services at lower prices than competitors while maintaining acceptable quality (Akeke et al., 2023). It involves optimizing resources, reducing waste, and improving efficiency in all aspects of the business, from procurement to distribution (Prima & Ghofar, 2022). For microentrepreneurs, adopting a cost-leadership strategy can enhance competitiveness, especially in markets where consumers are highly price-sensitive. This approach encourages microentrepreneurs to leverage local materials, streamline processes, and use

technology to reduce unnecessary expenses (Kajal et al., 2021). When effectively implemented, cost leadership not only increases profitability but also enables micro entrepreneurs to achieve sustainability, expand their market share, and build resilience against economic fluctuations (Oyedijo, 2024).

The framework also examines the relationship between financial literacy, networking strategies, and the overall survivability of micro entrepreneurs. It considers how financial knowledge, such as budgeting, cash flow management, and investment decisions, influences the ability of micro entrepreneurs to remain stable over time. The framework further examines financial behaviors that shape how microentrepreneurs approach risks, savings, and opportunities for growth. At the same time, it highlights networking strategies, including partnerships, collaborations, and linkages with key stakeholders, as critical factors that provide access to markets and resources. These elements serve as important predictors of survival, enabling microentrepreneurs to respond more effectively to challenges while sustaining competitiveness. Understanding these relationships provides a clearer picture of how microentrepreneurs can strengthen resilience, especially in uncertain or changing business environments.

This conceptual framework provides a structured lens for analyzing how financial literacy and networking strategies contribute to microentrepreneurs' success and continuity. It presents a holistic view by connecting financial practices with the benefits of collective action, demonstrating that both are essential for navigating risks and seizing opportunities. The framework also emphasizes the importance of adaptability and collaboration, which enable microentrepreneurs to adjust to economic disruptions and shifts in customer demand. By linking financial capability with the ability to form strong networks, the

framework posits how micro entrepreneurs survive and grow. Thus, this approach serves as a guide for understanding the key drivers of survivability, offering insights that can inform both business practices and policy support for micro entrepreneurs.

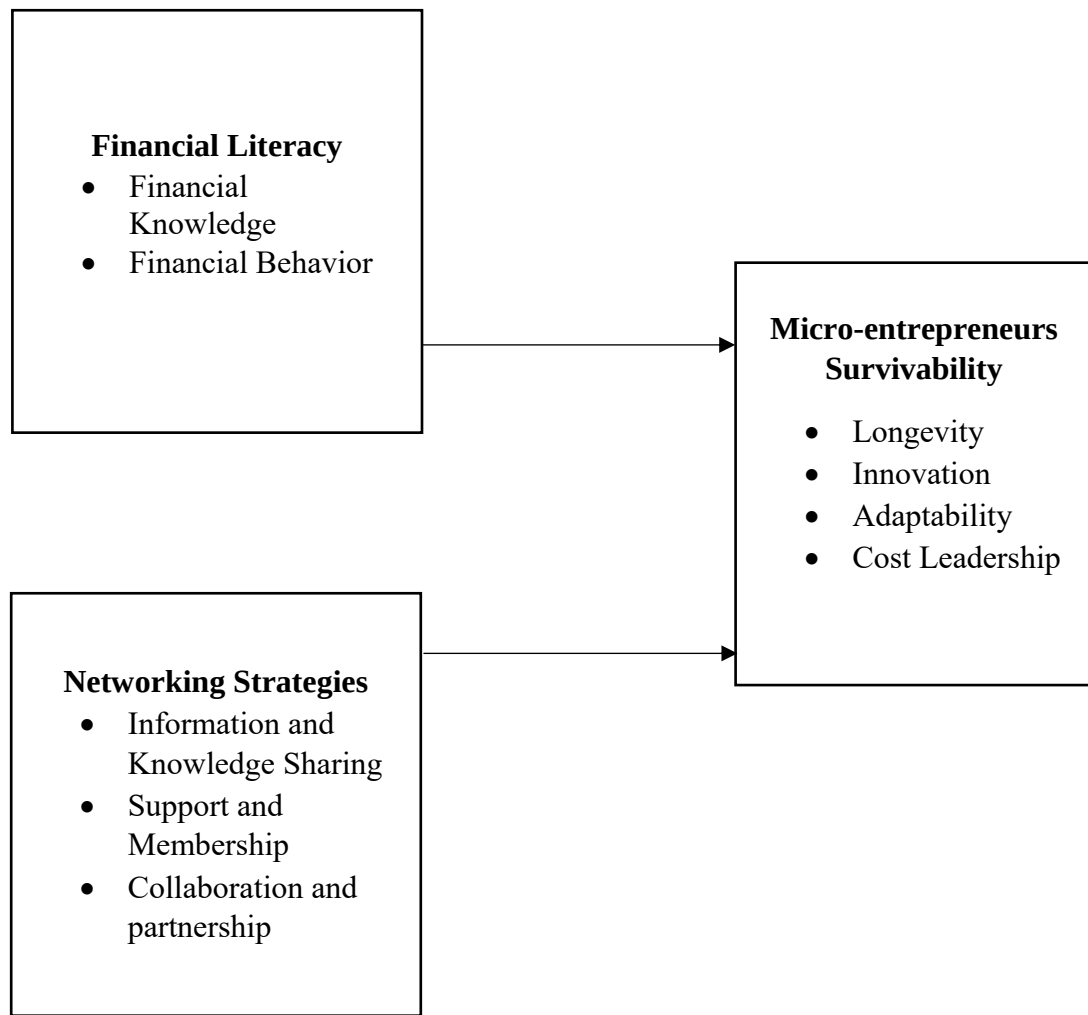


Figure 1 Schematic Diagram of the Study

General Statement of the Problem

This study explored the significant relationship between financial literacy and networking strategies on the survivability of microentrepreneurs. Specifically, it aimed to address the following objectives:

1. What is the level of financial literacy of micro entrepreneurs in terms of financial knowledge and financial behavior?
2. What is the level of networking strategies utilized by micro entrepreneurs in terms of information sharing, support and membership, and collaboration and partnership?
3. What is the level of micro entrepreneurs' survivability in terms of longevity, innovation, adaptability, and cost leadership?
4. Is there a significant relationship between financial literacy and microentrepreneurs' survivability?
5. Is there a significant relationship between networking strategies and micro entrepreneurus survivability?
6. What predictors significantly influence the survivability of micro-entrepreneurs?

Null Hypotheses

Ho1: There is no significant relationship between financial literacy and micro entrepreneurs survivability.

Ho2: There is no significant relationship between networking strategies and micro entrepreneurus survivability.

Ho3: There are no significant predictors of micro entrepreneurs survivability.

RESEARCH METHODOLOGY

Design

In this study, a quantitative approach is applied using a descriptive-correlational research design. A descriptive-correlational design is used to describe the current status of variables and to determine the degree of relationship among them (Barbieto et al., 2025). This is also suited to this research investigation because it enables the assessment of the levels of financial literacy and networking strategies among micro entrepreneurs in Aloran, Misamis Occidental. This also examines how these are linked to their overall survivability. This design will be appropriate in the study as it explored the significant relationship between financial literacy and networking strategies on the survivability of micro entrepreneurs.

Setting

The study was conducted in Aloran, a quiet rural municipality in Misamis Occidental, Northern Mindanao, with approximately 835 microentrepreneurs. The town's local economy largely revolves around agriculture, small trading, and household-level business, where most families earn income through farming, small retail operations, and buy-and-sell activities. Daily commerce is shaped by local markets, sari-sari stores, and seasonal harvest cycles, which influence how people manage their resources and make financial decisions. Communities are generally closely connected, and business practices are often passed on through personal experience rather than formal training. While the town remains modest in terms of infrastructure, micro-entrepreneurs continue to drive local development through the gradual expansion of stalls, shops, and service-based businesses.

that cater to everyday needs. This environment makes Aloran a suitable setting for the study, which aims to observe how financial literacy affects business management in real-world rural contexts.

Respondents

The respondents in this study were 135 purposively selected from the estimated 835 micro-entrepreneurs in Aloran, Misamis Occidental. Several inclusion criteria were employed: 1.) Must meet the classification of micro-entrepreneurs based on DTI; 2.) Survived for more than 5 years, and 3.) Willing to respond to the survey. Micro entrepreneurs who run very small businesses that usually employ between 1 and 9 people. They are often owned and run by a single person, group, or a small family, and their activities are carried out on a small scale. Even though these businesses are small in size, they have made an important contribution to local economies by creating jobs and generating income, particularly within communities. By focusing on respondents who met the specific criteria, the research gathered more relevant and meaningful data that directly addressed the study's objectives.

Instruments

The following were the research instruments utilized:

A. Financial Literacy Questionnaire. A researcher made four-point Likert scale was used to measure the Financial Literacy among micro entrepreneurs. The questionnaire consists of 2 constructs: Financial Knowledge and Financial Behavior. It has 16 indicators. Experts in the field validated the instruments for reliability and validity testing. This was pilot tested by micro entrepreneurs who were not part of the study. To ensure the reliability

of the questionnaires, the Cronbach's Alpha test was used, which resulted in coefficients of 0.800, indicating acceptable internal consistency for exploratory research. (see Appendix A).

In determining the level of Financial Literacy among micro entrepreneurs, the following scale was used.:

Response	Continuum	Interpretation
4- Strongly Agree (SA)	3.25-4.0	Very High (VH)
3- Agree (A)	2.50-3.24	High (H)
2- Disagree (D)	1.75-2.49	Low (L)
1- Strongly Disagree (SD)	1.0-1.74	Very Low (VL)

B. Networking Strategies Questionnaire. A researcher made four-point Likert scale was used to measure the Networking among micro entrepreneurs. The questionnaire consists of 3 constructs: Information and Knowledge Sharing, Support and Membership, and Collaboration and Partnership. Experts in the field validated the instruments for reliability and validity testing. This was pilot tested by micro-entrepreneurs who were not part of the study. To ensure the reliability of the networking strategies questionnaire, the Cronbach's Alpha test was applied, yielding coefficients of 0.834, indicating acceptable to good internal consistency for researcher-made instruments (see Appendix B).

In determining the level of Networking Strategies among micro entrepreneurs, the following scale was used:

Response	Continuum	Interpretation
4- Strongly Agree (SA)	3.25-4.0	Very High (VH)
3- Agree (A)	2.50-3.24	High (H)
2- Disagree (D)	1.75-2.49	Low (L)
1- Strongly Disagree (SD)	1.0-1.74	Very Low (VL)

C. Micro Entrepreneur Survivability Questionnaire. A researcher made four point Likert scale was used to measure the Micro Entrepreneurs' Survivability. The questionnaire consists of 4 constructs: Longevity, Innovation, Adaptability, and Cost Leadership. Experts in the field validated the instruments for reliability and validity testing. This was also pilot tested by micro-entrepreneurs who were not part of the study. To ensure the reliability of the survivability questionnaire, Cronbach's Alpha coefficients of 0.780, indicating acceptable to very good internal consistency across the survivability constructs (see Appendix C).

In determining the level of Micro entrepreneurs, the following scale will be used.:

Response	Continuum	Interpretation
4- Strongly Agree (SA)	3.25-4.0	Very High (VH)
3- Agree (A)	2.50-3.24	High (H)
2- Disagree (D)	1.75-2.49	Low (L)
1- Strongly Disagree (SD)	1.0-1.74	Very Low (VL)

Data-Gathering Procedure

During the data-gathering process, the researcher obtained initial approval from the Graduate School of Misamis University to commence the study. The researcher then

submitted a copy of the study and all the necessary forms to the Misamis University Ethics Board Committee. Once permission to proceed was granted, the researcher drafted a consent letter for the micro-entrepreneurs. The researcher clearly and concisely explained the study's significance to the respondents. After the respondents' approval, the researcher personally conducted the study, administered the survey questionnaire, and collected the data. Finally, all the data were obtained, digitally calculated, and counted. The findings were presented in a tabular form for examination and data presentation.

Ethical Consideration

The study was carried out with strict attention to protecting the respondents from any form of harm. The dignity and rights of all respondents were given utmost respect throughout the research process, with informed consent obtained before their participation. The researcher ensured the strict confidentiality of all information obtained from respondents. Although detailed financial records such as bank statements, profit figures, and debt levels are not included as formal indicators in the study, they were treated with the utmost confidentiality. The data were recorded, documented, or shared without explicit consent, and all responses were anonymized to prevent identification of the respondents. Measures were taken to protect respondents' privacy, ensure the confidentiality of collected data, and maintain the anonymity of individuals and organizations involved. All forms of communication related to the study were handled honestly and transparently, avoiding misleading information and biased reporting of findings. The researcher also complied with the ethical requirements and protocols set by the MU Research Ethics Committee (REC). Ethical concerns were addressed before obtaining MUREC approval, ensuring the study

aligned with the institution's standards. By adhering to these guidelines, the researcher upholds integrity and safeguards respondents' welfare.

Data Analysis

The study employed several statistical tools to analyze the data that were collected.

Mean and Standard Deviation. These tools were applied to assess the levels of financial literacy, networking strategies, and the overall survivability of Micro entrepreneur.

Pearson r Product Moment Correlation Coefficient. This tool was used to explore the relationship between financial literacy, networking strategies, and Micro entrepreneur survivability.

Simple Linear Regression Analysis. This tool was utilized to identify which factors serve as predictors of microentrepreneur survivability.

RESULTS AND DISCUSSIONS

Level of Financial Literacy of Micro Entrepreneurs

Table 1 presents the level of financial literacy among micro-entrepreneurs examined in this study. Financial literacy is the practical capacity of micro-entrepreneurs to comprehend financial information and translate it into everyday business decisions that support continuity and sustainability. It is also viewed as a lived, evolving ability shaped by daily transactions, prior financial challenges, and ongoing management demands, rather than a purely technical skill. Within the context of this study, financial literacy reflects how entrepreneurs make sense of money-related choices and exercise control over their

financial resources. Financial literacy is an active, experiential process that directly influences how micro-entrepreneurs sustain and manage their businesses over time.

The overall level of financial literacy of micro-entrepreneurs is rated as very high ($M=3.73$; $SD=0.325$). The finding revealed that micro entrepreneurs generally demonstrate a strong level of financial literacy across both measured constructs. Most respondents can understand financial matters and apply them effectively in their businesses. A micro entrepreneur's comprehensive understanding of financial literacy serves as a stable, foundational capacity for managing business finances. Meanwhile, the low standard deviation suggests that responses were closely clustered around the mean, reflecting consistent responses across the different sets of questions indicated. Financial literacy is not unevenly distributed but is commonly shared among the micro-entrepreneurs included in the study.

Among the two constructs being measured, financial knowledge obtained the highest score ($M=3.96$; $SD=0.3359$), which is interpreted as very high. Micro entrepreneurs have a strong grasp of essential financial concepts relevant to their business operations. These entrepreneurs were generally knowledgeable about financial matters, including income, expenses, and basic financial planning. Their acquisition of financial knowledge enabled them to evaluate financial situations more accurately and make informed decisions. This also revealed further that micro entrepreneurs' financial knowledge served as a critical foundation upon which other financial practices are built.

However, when it comes to micro entrepreneurs' financial behavior, it is rated as comparatively lower among other constructs, but yielded a very high rating ($M=3.50$; $SD=0.3702$). The finding revealed that micro entrepreneurs became more prudent in

making disciplined choices for managing their finances more effectively and efficiently. These behaviors include budgeting, saving, and managing expenses in daily business operations. However, while most entrepreneurs act responsibly in handling finances, the translation of knowledge into practice may vary slightly, as reflected in the slightly higher standard deviation, which indicates how consistently these behaviors are applied across respondents.

Accordingly, financial literacy serves as a practical capacity that supports business continuity and sustainability among micro-entrepreneurs (Alshebami, 2024). When entrepreneurs' financial literacy is applied, this could lead to well-informed business decisions, reinforcing the idea that financial competence is embedded in routine business practices rather than treated as a purely technical skill (Babajide et al., 2023). Their financial literacy is translated through lived experience, repeated transactions, and continuous exposure to financial challenges over time (Pak, 2024). Financial knowledge serves as a strong foundation that enables micro-entrepreneurs to assess financial conditions, plan expenditures, and make informed operational decisions (Riyadi & Hadyarti, 2024). The translation of knowledge into consistent practice may be influenced by situational demands and resource constraints among entrepreneurs regardless of the nature of their enterprise (Setiani et al., 2024). Therefore, financial literacy serves as an active, practical mechanism through which micro-entrepreneurs manage resources, mitigate risks, and sustain their businesses over time (Sutrisno, 2023).

Thus, the micro-entrepreneurs were financially literate in managing their finances as they did not merely acquire this as a skill, but a deeply embedded practice shaped by experience, routine decision-making, and continuous exposure to financial challenges.

Their strong financial knowledge and wise financial behavior enabled them to integrate practical approaches needed for seamless business operations. In this vein, micro entrepreneurs will be provided with continuous financial training and practical application through mentoring, peer learning, and context-based support from the Department of Trade and Industry (DTI) and academic institutions to strengthen their business knowledge operations in product diversification and targeted campaigns to make their business grow alongside their financial literacy for investment decision making to expand their business operations and product offerings.

Table 1

Level of Financial Literacy of Micro Entrepreneur's
n=135

Constructs	WM	StDev	I
Financial Knowledge	3.96	0.3359	VH
Financial Behavior	3.50	0.3702	VH
Overall Weighted Mean	3.73	0.325	VH
<i>Legend:</i>	<i>3.25-4.00-Very High (VH)</i>	<i>1.75-2.49-Low (L)</i>	
	<i>2.50-3.24-High (H)</i>	<i>1.00-1.74-Very Low (VL)</i>	

Level of Networking Strategies Utilized by Micro Entrepreneurs

Table 2 shows the level of micro-entrepreneurs' networking strategies used to manage their businesses. Networking is viewed here not simply as participation in formal groups or partnerships, but as a practical and evolving process that grows out of everyday interactions, shared experiences, and immediate business needs. Contextually, networking involves entrepreneurs exchanging information, seeking assistance, and working with others to address constraints and identify opportunities. These relationships are often built gradually through routine business dealings rather than through structured or institutional arrangements. Networking operates as a functional support mechanism that complements

individual capabilities and helps micro-entrepreneurs sustain their operations over time. The level of networking strategies observed in this study highlights the role of everyday relational practices as a supportive resource that micro-entrepreneurs rely on to navigate operational challenges and maintain business stability.

The overall level of networking strategies utilized by micro-entrepreneurs is rated only as high ($M=3.11$; $SD=0.0961$). The overall result indicates that respondents generally engage in networking practices as part of their business operations. The relatively low standard deviation suggests that responses were closely clustered around the mean, reflecting consistency in how respondents utilize networking strategies. Networking practices are not isolated to a few individuals but are commonly observed among the micro-entrepreneurs included in the study. The finding revealed that respondents rely on information exchange, support, and collaborative efforts to sustain their business, although these practices are often informal and situational rather than fully institutionalized. However, their networking strategies were limited to their suppliers, as their networks were not as extensive as those of large-scale businesses that established collaborative partnerships. As such, networking serves as a practical support mechanism that complements individual business capabilities and contributes to operational stability.

Information sharing obtained the highest result, which is interpreted as high ($M=3.21$; $SD=0.5439$). This indicates that micro-entrepreneurs most actively exchange information, ideas, and business-related insights as part of their networking practices. While information sharing is commonly practiced, its extent varies depending on individual circumstances and access to networks. From the stipulated result, micro-entrepreneurs rely on shared knowledge to address operational concerns, learn from peers,

and stay informed about market conditions. Information sharing appears to be the most accessible and widely used form of networking, as it can occur through routine interactions without formal arrangements. This served as a practical entry point for micro-entrepreneurs to leverage relationships to support decision-making and daily business operations.

Meanwhile, support and membership recorded the second-highest result among the networking strategy constructs, which is also interpreted as high ($M=3.09$; 0.7583). The finding revealed that micro-entrepreneurs moderately engage in formal and informal support networks, such as business groups, cooperatives, or associations, as part of their networking practices. Their variation in participation levels suggests that they have access to and involvement in support networks that differ across their experiences. These forms of networking often include seeking advice, receiving assistance, or gaining access to possible shared resources and opportunities. While many entrepreneurs recognize the value of support and membership, practical constraints such as time, availability, or awareness may limit consistent engagement.

Networking strategies served as a practical, relationship-based capacity that supports business operations and long-term continuity among micro entrepreneurs (Alshebami, 2024). The networking strategies each entrepreneur established reflect a shared tendency to build connections, social ties, and relational exchanges to manage their businesses (Bankel & Govik, 2024). Networking is embedded in everyday business practices rather than limited to formal or institutional arrangements (Zeanette et al., 2022). Microentrepreneurs' networking practices are developed through repeated interactions, shared experiences, and ongoing engagement with peers, suppliers, and support groups (Mayanja et al., 2025). Consequently, information sharing emerges as a central component

of networking, which enables micro-entrepreneurs to access advice, market insights, and practical knowledge that inform operational decisions (Kurniawan et al., 2023). Entrepreneurs with consistent support and collaborative partnerships with their stakeholders are influenced by access, opportunity, and situational constraints that can help mobilize and optimize the enterprise's resources (Alamsyah et al., 2024).

Thus, micro entrepreneurs' networking strategies were not merely occasional activities but were practiced through repeated interactions, everyday collaboration, and ongoing engagement with business contacts. The consistent use of information sharing alongside moderate participation in support networks and partnerships actively draws on relationships to address routine operational needs and sustain business continuity. In this vein, micro entrepreneurs could be identified as one of the beneficial sectors that academic community networks can establish through linkages with other agencies. Micro entrepreneurs may strengthen their network participation by establishing meaningful and accessible connections through peer groups, mentoring arrangements, and locally grounded collaborations. The Department of Trade and Industry (DTI) may strengthen practical, experience-based networking support systems to enhance the adaptability and long-term sustainability of micro-entrepreneurs, particularly in rural and resource-constrained contexts.

Table 2

Level of Networking Strategies Utilized by Micro Entrepreneurs
n=135

Constructs	WM	StDev	I
Information Sharing	3.21	0.5439	H
Support and Membership	3.09	0.7583	H
Collaboration and Partnership	3.02	0.5581	H
Overall Weighted Mean	3.11	0.0961	H
<i>Legend:</i>			
3.25-4.00-Very High (VH)	1.75-2.49-Low (L)		
2.50-3.24-High (H)	1.00-1.74-Very Low (VL)		

Level of Micro Entrepreneurs' Survivability

Table 3 shows the level of survivability of micro entrepreneurs as examined in this study. Survivability is understood as the practical capacity of micro-entrepreneurs to sustain their businesses by managing operational demands, responding to market changes, and using available resources effectively. It is viewed as a lived, evolving ability shaped by continuous experience, daily business decisions, and ongoing adjustments to challenges, rather than as a fixed or static outcome. In context, business survival reflects how entrepreneurs maintain longevity, pursue innovation, adapt to changing conditions, and apply cost-conscious strategies to remain competitive. This is shaped through experience, supporting continuous operation and the capacity to endure long-term challenges.

The overall level of survivability of micro entrepreneurs is rated as very high (M=3.76; SD=0.3060). The respondents generally demonstrate a strong capacity to sustain their businesses despite operational challenges and changing conditions. The finding revealed that micro-entrepreneurs possess a notably strong capacity to sustain their businesses over time. Despite operational constraints, market uncertainties, and changing business conditions, most respondents demonstrate resilience and adaptability, enabling their businesses to continue operating. The business survivability among micro-

entrepreneurs is embedded in their day-to-day business practices, decision-making skills, and commitment to maintaining their livelihoods.

Moreover, business survivability is generally reflected in a generally optimistic outlook toward their businesses, as micro entrepreneurs' confidence in overcoming challenges and adapting to evolving circumstances. This collective optimism reinforces their resolve to remain active in business despite external pressures. Respondents can maintain longevity, adapt to challenges, pursue innovation, and apply cost-conscious strategies in their operations. The low standard deviation suggests that responses were closely clustered around the mean, reflecting consistency in survivability practices among respondents.

Among the constructs measured, cost leadership obtained the highest score, interpreted as very high ($M=3.92$; $SD=0.2024$). The finding revealed that micro-entrepreneurs place significant emphasis on controlling costs and offering products or services at competitive prices. Their strong focus on affordability underscores their awareness of market sensitivity to pricing, particularly in highly competitive, resource-constrained environments. Micro entrepreneurs can manage their expenses efficiently while maintaining business operations. They ensure to prioritize cost-efficient strategies to attract and retain customers, sustain sales, and remain competitive despite economic and operational challenges. Cost leadership is a central strategy that contributes to the overall stability and sustainability of micro-entrepreneurs.

Meanwhile, adaptability had the least effect among the survivability constructs, with a very high rating ($M=3.62$; $SD=0.2539$). The finding revealed that micro-entrepreneurs can adapt their business practices to evolving market conditions, operational

constraints, and external pressures, such as economic shifts and competitive forces. Their adaptability is reflected in their ability to adjust pricing strategies, diversify products or services, reorganize operations, and adopt practical solutions to address emerging challenges. Micro entrepreneurs remained flexible and responsive as they mitigated risks, maintained continuity of operations, and navigated periods of uncertainty. Their adaptability plays a crucial role in sustaining business performance and ensuring the long-term viability of micro-entrepreneurs, even in highly dynamic and resource-limited environments.

The study's findings validated existing literature, emphasizing that micro-entrepreneurs' survival is strengthened through sustained operational practices and strategic resource management (Sahoo et al., 2025). Similarly, studies highlight that microentrepreneurs' ability to control costs, adapt to changing conditions, and pursue incremental improvements enhances business continuity and long-term viability (Zulkifli et al., 2024). Moreover, survivability is not merely a matter of remaining in operation, but a capacity shaped by everyday decisions related to longevity, innovation, adaptability, and cost leadership (Basu et al., 2022). Micro-entrepreneurs are more likely to sustain their businesses when cost-conscious strategies are consistently applied alongside flexible responses to market and operational challenges (Susilawati, 2024). Additionally, research suggests that businesses remain viable over time when micro entrepreneurs balance efficient resource use with the ability to adjust practices in response to situational pressures and available opportunities (Sopandi et al., 2025).

Thus, micro-entrepreneurs' survivability demonstrated a strong capacity to sustain their businesses over time, as they withstand operational challenges, adapt to changing

conditions, and remain committed through resilience and determination. Micro-entrepreneurs were not only able to continue operating despite constraints but were also equipped with practical strategies and a positive outlook that support long-term business continuity. In this vein, micro-entrepreneurs could be provided with continuous access to capacity-building programs that are focused on adaptability, financial management, and strategic planning. Nevertheless, support from government agencies like the Department of Trade and Industry (DTI) and business development institutions through training, mentorship, and resource facilitation is needed to reinforce existing strengths and enhance the long-term sustainability of micro-entrepreneurs.

Table 3

Level of Micro Entrepreneurs Survivability
n=135

Constructs		WM	StDev	I
Longevity		3.79	0.2829	VH
Innovation		3.69	0.4849	VH
Adaptability		3.62	0.2539	VH
Cost Leadership		3.92	0.2024	VH
Overall Weighted Mean		3.76	0.3060	Very High
<i>Legend:</i>	<i>3.25-4.00-Very High (VH)</i>	<i>1.75-2.49-Low (L)</i>		
	<i>2.50-3.24-High (H)</i>	<i>1.00-1.74-Very Low (VL)</i>		

Significant Relationship between Financial Literacy and Micro Entrepreneurs Survivability

Table 4 presents the significant relationship between financial literacy and the survivability of micro entrepreneurs across the dimensions of longevity, innovation, adaptability, and cost leadership. The results show that, in general, financial knowledge and financial behavior do not exhibit a statistically significant relationship with most survivability constructs, as reflected by p-values greater than 0.05, leading to the

acceptance of the null hypothesis in these cases. This indicates that higher levels of financial knowledge and financial behavior do not necessarily correspond to improvements in longevity, innovation, or adaptability among micro-entrepreneurs. However, a significant relationship was observed between financial knowledge and cost leadership ($r = 0.209$; $p = 0.01$), suggesting that a stronger understanding of financial concepts is associated with more effective cost-management strategies. This implies that micro entrepreneurs with higher levels of financial knowledge are better able to monitor expenses, allocate resources efficiently, and make informed cost-related decisions. Statistically, this finding confirms that while financial literacy may not directly influence all aspects of survivability, financial knowledge plays a meaningful role in enhancing cost leadership, thereby rejecting the null hypothesis for this specific construct.

The significant relationship between financial knowledge and cost leadership highlights the practical importance of a strong understanding of financial concepts in strengthening micro-entrepreneurs' survivability. Sound financial knowledge, such as understanding budgeting principles, cost structures, and cash flow management, enables micro-entrepreneurs to manage costs more effectively and operate within their limited resources. When entrepreneurs have a deeper grasp of these financial concepts, they are better positioned to reduce unnecessary expenditures, optimize capital use, and maintain competitive pricing. This relationship suggests that financial knowledge is not merely theoretical but a critical foundation for efficient cost management and operational stability. Moreover, it implies that a strong financial knowledge base allows micro-entrepreneurs to make informed financial decisions that sustain business performance. Strengthening

financial knowledge can be viewed as both a strategic operational resource and a key driver of cost leadership and long-term business viability among micro-entrepreneurs.

The findings of the study are consistent with the existing literature, which emphasizes that financial knowledge plays a crucial role in strengthening cost management and operational efficiency among micro-entrepreneurs (Abdallah et al., 2025). A solid understanding of budgeting principles, expense structures, and cash flow management enables micro businesses to maintain competitive pricing and manage limited resources more effectively (Nasimiyu, 2023). The results further support the view that cost leadership is not merely an outcome of external market conditions but a capability shaped by informed financial decision-making and the application of financial concepts in daily operations (Navaia, 2024). Micro-entrepreneurs are better able to sustain their businesses when financial knowledge guides cost-related decisions, particularly in controlling expenses and optimizing resource utilization (Odumusor et al., 2025). Therefore, the study suggests that businesses remain viable over time when micro entrepreneurs leverage financial knowledge to balance careful financial management with responsive adjustments to operational demands and changing market conditions.

One theory that supports this study is the Financial Capability Theory by Sherraden (2018). The theory posits that individuals achieve better outcomes when they possess both financial knowledge and the ability to apply it effectively in daily decision-making. In the context of micro-entrepreneurs, financial capability serves as a key resource, enabling better control over income, expenses, and business risks. When entrepreneurs can translate financial knowledge into consistent financial behavior, they experience reduced uncertainty and greater stability in managing their operations. This practical application of

financial capability allows micro-entrepreneurs to allocate resources more efficiently and respond to financial challenges with confidence. As a result, financial capability enhances business sustainability by supporting sound decision-making and long-term operational effectiveness.

Thus, financial knowledge-driven cost management emerges as a critical factor in the survival of micro-entrepreneurs, underscoring that effective control of expenses and the strategic use of limited resources directly support operational stability and business viability. Micro-entrepreneurs with a strong understanding of budgeting principles, cost structures, and cash flow management are better positioned to reduce unnecessary expenditures, optimize resource allocation, and maintain competitive pricing. This finding reinforces the view that external market forces do not merely shape cost leadership; they are also an internal capability developed through applied financial knowledge. In this vein, support institutions and local government units can strengthen cost leadership by assisting micro entrepreneurs in adopting practical budgeting practices, systematic expense monitoring, and results-oriented financial planning rather than reactive financial decisions. Such initiatives can foster greater financial discipline and accountability while reinforcing essential business support structures, including mentoring, peer learning, and access to user-friendly financial management tools, thereby enabling micro-entrepreneurs to make informed financial choices, manage limited resources efficiently, and respond more effectively to operational challenges.

Table 4

**Significant Relationship between Financial Literacy
and Micro Entrepreneurs Survivability**

Constructs	Longevity	Innovation	Adaptability	Cost Leadership
Financial Knowledge	r= 0.124 p= 0.151 Accept Ho	r= -0.024 p= 0.779 Accept Ho	r= 0.117 p= 0.176 Accept Ho	r= 0.209 p= 0.01** Reject Ho
Financial Behavior	r= 0.110 p= 0.205 Accept Ho	r= -0.099 p= 0.253 Accept Ho	r= 0.021 p= 0.806 Accept Ho	r= 0.001 p= 0.995 Accept Ho

Ho: There is no significant relationship between financial literacy and micro entrepreneurs survivability.

Note: Probability Value Scale: $p < 0.00-0.01$ ** (Highly Significant); $p = < 0.02-0.05$ * (Significant); above $p > 0.05$ (Not Significant)

**Significant Relationship between Networking Strategies
and Micro Entrepreneurs Survivability**

Table 5 presents the relationship between networking strategies and the survivability of micro entrepreneurs, focusing on longevity, innovation, adaptability, and cost leadership. The results indicate that most networking strategies do not show a significant relationship with most constructs of survivability, as reflected by p-values exceeding the 0.05 level, leading to the acceptance of the null hypothesis for these dimensions. However, statistically significant relationships were observed between collaboration and partnership and longevity ($r = 0.250$; $p = 0.00$) and between collaboration and partnership and innovation ($r = 0.203$; $p = 0.01$). This finding suggests that micro entrepreneurs who collaborate and maintain membership in support networks benefit from shared knowledge and collective learning, which contribute to sustained business operations and innovative practices. Statistically, this confirms that collaboration and

membership play meaningful roles in enhancing longevity and innovation, thereby rejecting the null hypothesis for these survivability constructs.

The significant relationship between collaboration and partnership and the survivability dimensions of longevity and innovation highlights the practical and strategic importance of relational engagement in strengthening micro entrepreneurs' business sustainability. Engagement in collaborative networks and formal memberships provides micro entrepreneurs with access to shared knowledge, collective experiences, and external insights that support continuous business operations and stimulate innovative practices. Through active participation in support groups and cooperative arrangements, micro entrepreneurs are better positioned to sustain their business over time and introduce new ideas, processes, or improvements. Collaboration and partnership, therefore, extend beyond social interaction and function as mechanisms that promote learning, idea generation, and long-term continuity. Micro entrepreneurs who cultivate strong collaborative ties are more likely to maintain business stability and foster innovation in increasingly competitive environments. In this regard, collaboration and membership operate as strategic resources that reinforce longevity and innovation, contributing to long-term business viability.

The findings of the study are consistent with the existing literature, which highlights the role of networking strategies, particularly collaboration and partnerships, in strengthening business longevity and innovation among micro-entrepreneurs (Alshebami, 2024). Prior studies indicate that participation in support networks and collaborative groups enables entrepreneurs to access shared knowledge, market information, and collective experiences, thereby supporting sustained operations and encouraging innovative practices

(Setyaningrum & Muafi, 2025). These interactions facilitate learning, idea exchange, and exposure to alternative business approaches, which contribute to long-term enterprise survival and innovation (Mayanja et al., 2025). Moreover, some of the research suggests that micro-entrepreneurs embedded in collaborative networks are better positioned to maintain operational stability and introduce incremental improvements that enhance competitiveness (Tereshchenco et al., 2024). Such evidence reinforces the view that collaboration and partnership function not merely as social engagements but as strategic mechanisms that support longevity and innovation, thereby contributing to long-term business viability (Malik & Terzidis, 2025).

One theory supporting this study is Social Capital Theory (1986), which posits that individuals and organizations derive benefits from relationships, networks, and social interactions that facilitate access to resources and information. In the context of micro-entrepreneurs, collaboration and partnerships serve as forms of social capital, providing shared knowledge, collective experiences, and external insights that are essential for sustaining business operations and fostering innovation. Active engagement in support networks enables entrepreneurs to exchange ideas, learn from peers, and identify opportunities for improvement, which contributes to business continuity and innovative practices. These relational ties reduce the constraints of operating in isolation and enhance learning and idea generation over time. In this way, social capital strengthens longevity and innovation by functioning as a strategic resource that supports sustained enterprise performance and long-term business viability.

Thus, collaboration and partnership function as key drivers of longevity and innovation among micro-entrepreneurs, indicating that sustained engagement in support

networks and collaborative relationships strengthens business continuity and innovative capacity. Through consistent information exchange and collective learning, micro-entrepreneurs are better positioned to sustain operations and introduce new ideas, processes, or improvements over time. In this vein, development agencies and local institutions can reinforce business longevity and innovation by facilitating structured opportunities for collaboration, peer mentoring, and knowledge sharing. Such initiatives promote shared learning and mutual support while strengthening essential networking structures, including accessible support systems and organized collaborative platforms. Well-supported collaborative environments, therefore, enable micro-entrepreneurs to sustain their businesses, foster innovation, and remain viable in competitive, dynamic business settings.

Table 5

Significant Relationship between Networking Strategies
and Micro Entrepreneurs Survivability

Constructs	Longevity	Innovation	Adaptability	Cost Leadership
Information Sharing	r= -0.049 p= 0.569 Accept Ho	r= -0.042 p= 0.631 Accept Ho	r= 0.083 p= 0.340 Accept Ho	r= -0.031 p= 0.725 Accept Ho
Support and Membership	r= -0.049 p= 0.569 Accept Ho	r= -0.042 p= 0.631 Accept Ho	r= 0.083 p= 0.340 Accept Ho	r= -0.031 p= 0.725 Accept Ho
Collaboration and Partnership	r= 0.250 p= 0.00** Reject Ho	r= 0.203 p= 0.01** Reject Ho	r= 0.144 p= 0.095 Accept Ho	r= 0.028 p= 0.743 Accept Ho

Ho: There is no significant relationship between networking strategies and micro entrepreneurs' survivability.

Note: Probability Value Scale: $p < 0.00-0.01$ ** (Highly Significant); $p = < 0.02-0.05$ * (Significant); above $p > 0.05$ (Not Significant)

Predictors of Micro Entrepreneurs Survivability

Table 6 presents the regression analysis examining the predictors of micro-entrepreneurship survivability, with particular focus on the role of financial knowledge. The table displays the regression coefficients, standard errors, t-values, and p-values, as well as the model summary statistics including R-square, adjusted R-square, and predicted R-square. This analysis was conducted to test the null hypothesis stating that there are no significant predictors of micro-entrepreneurship survivability.

The findings indicate that financial knowledge is a statistically significant predictor of micro-entrepreneurship survivability. The regression coefficient for financial knowledge ($\beta = 0.1257$, $t = 2.16$, $p = 0.01$) suggests that increases in financial knowledge are associated with improvements in survivability outcomes. The constant value of 3.419

indicates the baseline level of survivability when financial knowledge is held constant. Although the model's explanatory power is modest ($R^2 = 4.36\%$, Adjusted $R^2 = 3.64\%$), the significant p-value confirms that financial knowledge contributes meaningfully to explaining variations in micro-entrepreneurs survivability.

The significance of financial knowledge aligns with recent empirical studies that emphasize its critical role in sustaining micro businesses. Financial knowledge equips entrepreneurs to manage cash flow, control costs, assess risks, and make informed investment decisions. These capabilities are especially vital in volatile and resource-constrained environments. Studies by Lusardi and Oggero (2023) and Drexler et al. (2021) demonstrate that entrepreneurs with stronger financial literacy skills exhibit better business continuity, lower failure rates, and greater resilience during economic shocks. In developing economies, where micro-entrepreneurs often lack formal financial training, even incremental improvements in financial knowledge have been shown to positively affect enterprise survival.

Despite the statistical significance of financial knowledge, the relatively low R-square suggests that multiple interacting factors beyond financial knowledge alone influence micro-entrepreneurial survival. Recent literature highlights that survivability is also shaped by access to credit, market conditions, digital capability, social capital, and institutional support (Nguyen et al., 2022; Fatoki, 2023). This finding reinforces the understanding that while financial knowledge is essential, it operates within a broader ecosystem of structural and contextual variables that jointly determine business outcomes.

Human Capital Theory most appropriately explains the findings of this study. Human Capital Theory posits that individuals' knowledge, skills, and competencies

enhance productivity and performance outcomes (Becker, 1993). In the context of micro-entrepreneurship, financial knowledge represents a critical form of human capital that enables entrepreneurs to allocate resources efficiently, minimize financial mismanagement, and adapt strategically to challenges. Recent studies applying Human Capital Theory confirm that entrepreneurs who invest in financial and managerial skills are more likely to sustain their business over time (Vongvitsin & Tung, 2025), directly supporting the observed relationship in Table 6.

Thus, networking strategies function as a critical driver of adaptability among micro-entrepreneurs, indicating that consistent information sharing, engagement in support networks, and collaborative interactions directly enhance their capacity to respond to business challenges. In this vein, development agencies and local institutions can strengthen adaptability by facilitating structured opportunities for knowledge exchange, peer mentoring, and collective problem-solving. Such initiatives encourage shared learning and coordinated action while reinforcing essential networking structures such as clear communication pathways and accessible support systems. Strengthening these relational mechanisms promotes greater confidence and responsiveness in decision-making. Well-supported networking environments enable micro-entrepreneurs to adjust more effectively to changing market and operational conditions and sustain their businesses over time.

Table 6

Predictors of Micro Entrepreneurship Survivability				
Variables	Coef	SE	T-Value	P-value
Constant	3.419	0.203	16.82	0.00
Financial Knowledge	0.1257	0.0511	2.16	0.01
S	R-sq	R-sq (adj)	R-sq (pred)	
0.198668	4.36%	3.64%	0.00%	
Regression Equation: Cost Leadership = 3.419 + 0.1257 Financial Knowledge				

Ho: There is no predictors of micro entrepreneurship survivability

SUMMARY, FINDINGS, CONCLUSIONS, RECOMMENDATIONS

Summary

This study determined the levels of financial literacy and networking strategies among micro-entrepreneurs and examined their relationship with micro-entrepreneurs' survivability. The study sought to answer the following research questions: 1. What is the level of financial literacy of micro-entrepreneurs? 2.) What is the level of networking strategies utilized by micro-entrepreneurs? 3.) What is the level of survivability of micro-entrepreneurs? 4.) Is there a significant relationship between financial literacy and survivability? 5.) Is there a significant relationship between networking strategies and survivability? 6.) What factors significantly predict micro-entrepreneurs' survivability?

A quantitative descriptive-correlational research design was employed. A total of 135 micro-entrepreneurs served as respondents, selected through purposive sampling. The study measured financial literacy in terms of financial knowledge and financial behavior; networking strategies in terms of information sharing, support, and membership; and survivability in terms of longevity, innovation, adaptability, and cost leadership. Mean,

Standard Deviation, Pearson product-moment correlation, and simple linear regression were used to analyze the data.

Findings:

The study yielded the following findings:

1. The micro-entrepreneurs demonstrated a very high level of financial literacy encompassing their financial behavior and financial practices.
2. The micro-entrepreneurs' networking strategies utilization was rated as high, particularly in information sharing, support, and membership, as well as collaboration and membership.
3. The micro-entrepreneurs exhibited a very high level of survivability, with cost leadership obtaining the highest rating and adaptability obtaining the lowest rating among the constructs evaluated.
4. There was no significant relationship between financial literacy and most survivability dimensions; however, financial knowledge showed a significant relationship with cost leadership.
5. Networking strategies generally showed no significant relationship with survivability; However, there is a significant relationship between collaboration and partnership, longevity, and innovation.
6. Financial knowledge was identified as a significant predictor of micro-entrepreneurs survivability.

Conclusions:

Based on the findings, the following conclusions are drawn:

1. Micro-entrepreneurs possess strong financial literacy, particularly in financial knowledge, which enables them to understand essential financial concepts relevant to sustaining business operations.

2. Micro-entrepreneurs actively leverage relationships and collective engagement as essential tools for gaining support, accessing information, and enhancing their capacity to sustain and grow their businesses.

3. Micro-entrepreneurs sustain their businesses primarily through efficiency-focused strategies, while adaptability, though important, may require additional support to enhance resilience.

4. Financial knowledge, rather than financial behavior, plays a significant role in strengthening cost leadership among micro-entrepreneurs, indicating that a strong understanding of financial concepts contributes to more effective cost management strategies.

5. Collaboration and partnership, rather than general networking or information sharing alone, significantly enhance longevity and innovation among micro-entrepreneurs, highlighting the importance of structured relational engagement in sustaining business operations and fostering innovation.

6. Micro entrepreneurs' financial knowledge served as a key indicator for improving overall micro-entrepreneurs survivability and long-term sustainability.

Recommendations:

Based on the findings and conclusions of the study, the following recommendations are proposed to the local government of Aloran and supporting institutions:

1. Local government units and development agencies may strengthen financial literacy programs by emphasizing the practical application of financial knowledge, particularly in budgeting, cost control, and expense monitoring.

2. Local government units and support institutions may administer mentoring and peer-learning initiatives to help micro-entrepreneurs consistently translate financial knowledge into disciplined financial behavior.

3. Support institutions like the Department of Trade and Industry (DTI) may focus on enhancing cost leadership strategies, given their strong contribution to micro-entrepreneurs' survivability, especially in resource-constrained environments.

4. Local government units and support institutions may design capacity-building programs that prioritize strengthening financial knowledge, such as applied budgeting workshops, cost-control clinics, and cash flow management training, to enhance cost leadership among micro-entrepreneurs rather than focusing on financial behavior.

5. Local government units may formalize networking platforms to ensure wider access to support and membership opportunities, reducing variability in participation among entrepreneurs.

6. Local government unit may integrate and implement support programs combining financial capability development and networking facilitation to reinforce long-term business survivability.

7. Future research may further explore other factors influencing micro-entrepreneurs' survivability, such as access to capital, digital capability, and institutional support.

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Chapter 3

UNRAVELING THE INFLUENCE OF FINANCIAL LITERACY ON MICRO ENTREPRENEURS SUSTAINABILITY

ABSTRACT

Financial literacy practices among micro entrepreneurs form a lived foundation for sustaining business resilience. This study aimed to explore how financial literacy shapes the everyday experiences of micro-entrepreneurs in maintaining business sustainability in Aloran, Misamis Occidental. The study included 10 micro-entrepreneurs selected through purposive sampling based on their business experience and willingness to participate. A researcher-made interview guide was employed to gather in-depth narratives about financial decision-making, workspace organization, relationship management, and long-term planning. Data were analyzed using Moustakas' phenomenological method to identify essential themes embedded in participants' lived experiences. Results revealed five themes: financial literacy functioned as an embodied practice that supported emotional stability and resilience, guided spatial organization for operational efficiency, anchored reflection on past challenges and future sustainability, strengthened trust in business relationships, and reinforced the consistent use of financial tools such as budgeting, record-keeping, and saving. Micro-entrepreneurs demonstrated that financial literacy is not merely technical knowledge but a practical framework shaping daily business actions and adaptive decision-making. These lived financial practices contribute significantly to sustaining operational continuity and long-term enterprise viability. Development initiatives may

emphasize experiential financial learning, strengthen routine financial discipline, and promote relationship-building practices that support resilience among micro-entrepreneurs.

Keywords: *business sustainability, financial literacy, micro-entrepreneurs, resilience, technical knowledge*

INTRODUCTION

Rationale of the Study

Understanding financial literacy requires a comprehensive view of its various elements, including individuals' understanding of financial concepts, attitudes toward money, financial decision-making behaviors, and overall sense of financial security and well-being (Zhu et al., 2021). It is generally characterized by the ability to interpret, evaluate, and apply financial and economic data to promote effective financial planning, debt management, savings strategies, and investment decisions (Alshebami & Aldhyani, 2022). As modern economies become increasingly complex, financial literacy is becoming indispensable for both individuals and entrepreneurs aiming to navigate economic systems effectively (Bottazzi & Lusardi, 2021). Moreover, a well-rounded financial education encourages individuals to adopt more sustainable financial habits, which not only benefit personal finances but also support broader economic stability and social progress (Muñoz-Céspedes et al., 2021). The role of financial literacy extends beyond individual capability; it is also recognized as a vital contributor to national development and poverty reduction (Alshebami & Al Marri, 2022).

Financial well-being is not just a personal issue; it has broader implications for communities and countries (Rahman et al., 2021). National development depends heavily on how micro entrepreneurs manage their resources and make financial decisions (Sarabando et al., 2023). In this regard, microentrepreneurs have long been viewed as the backbone of many developing economies, serving as a critical engine of job creation and inclusive growth (Alafifi & Al-Sartawi, 2021). Strong financial literacy among microentrepreneurs can lead to improved savings and investment strategies and to greater

overall business viability (Zhou et al., 2023). Given the widespread influence of microentrepreneurs across local and national economies, it is crucial to ensure that these businesses are supported through enhanced financial literacy (Aritonang & Mulung, 2022). Unfortunately, the financial literacy of micro entrepreneurs, which plays a key role in financial decision-making across areas such as budgeting, risk management, and inflation, is frequently overlooked or underestimated (Rink et al., 2021).

Despite national and global efforts to promote financial education, little is known about how financial literacy specifically affects micro entrepreneurs in smaller, rural towns' ability to sustain their businesses and navigate economic challenges. Much of the previous research has focused on urban areas or national-level data, which may overlook the unique vulnerabilities and day-to-day realities faced by micro entrepreneurs in municipalities like Aloran, Misamis Occidental. To address this gap, the present study employs a qualitative phenomenological approach. This methodological choice aligns with the study's focus on micro entrepreneurs' survivability, as phenomenological methods allow for a rich exploration of how micro entrepreneurs interpret, respond to, and make sense of the financial and operational challenges they face, including their decision-making behaviors, coping strategies, and resilience-building activities (Montoro-Fernández et al., 2022). Financial literacy is widely recognized for improving access to credit and supporting business performance (Gunawan et al., 2021), yet its direct impact on the long-term viability of micro-entrepreneurs remains underexplored. In this study, sustainability is understood as the capacity of a business to maintain operations, generate income, and contribute to economic growth over time, aligning with the United Nations Sustainable Development Goal 8, which emphasizes decent work and inclusive, sustainable economic

growth (Kreinin & Aigner, 2022). Using a qualitative phenomenological approach, the research will examine the lived experiences of micro-entrepreneurs and how their financial knowledge shapes their ability to keep their businesses viable.

The municipality of Aloran, home to around 28,000 residents and an estimated 835 active micro entrepreneurs, Aloran depends heavily on the health of its small business ecosystem for economic vitality. However, many local entrepreneurs encounter persistent obstacles, such as limited funding opportunities, inadequate financial record keeping, and minimal exposure to formal financial training. These limitations raise important questions about whether micro entrepreneurs possess the financial foundation needed to navigate challenges and plan strategically for long-term sustainability. This research is driven by the necessity to examine the current level of financial understanding among micro entrepreneurs and how it influences the resilience and growth potential of their business. In a world where financial activities intersect with nearly every human endeavor (Devi et al., 2021), a closer examination of how rural micro-entrepreneurs manage their finances can yield critical insights.

There's a knowledge gap in understanding how financial literacy influences the long-term viability of microentrepreneurs in rural areas of the Philippines, where they often face weak financial infrastructure. Although earlier research highlights that financial knowledge can improve investment practices among micro entrepreneurs (Donggon et al., 2024). Financial literacy plays an important role in shaping financial behavior (Angeles, 2022). Most of these studies are based in urban or technologically advanced regions, making them less applicable to rural conditions. Other investigations, such as those examining the role of rural cooperatives in supporting microentrepreneurs, have

highlighted challenges, including governance inefficiencies and fluctuating incomes (Yi et al., 2023). Yet, these do not fully capture the realities of rural micro entrepreneurs. As a result, there is a lack of focused evidence on how micro entrepreneurs in rural municipalities interpret and apply financial knowledge to manage their cash flow, gain access to credit, and secure their businesses. Exploring this issue through qualitative methods can provide valuable insights into how financial literacy contributes to the resilience and sustainability of microentrepreneurs in rural Philippine communities.

The main objective of this phenomenological study is to analyze and explore the relationship between financial literacy and the sustainability of micro-entrepreneurs in the municipality of Aloran, Misamis Occidental. This seeks to uncover how financial understanding, attitudes, and habits shape decisions related to managing cash, investing limited capital, handling debt, and preparing for financial uncertainty. Rather than measuring financial literacy in abstract terms, the study emphasizes how microentrepreneurs make sense of their financial practices in the context of survival and growth. The study will examine how financial literacy influences strategic choices in cash flow management, capital investment, debt management, and contingency planning. Through these lived experiences, the research aims to reveal how financial literacy influences operational efficiency and long-term business continuity. In doing so, the study contextualizes financial literacy as a practical, lived factor that supports sustainability and economic resilience among microentrepreneurs.

This study benefits a variety of stakeholders. First, it will offer actionable insights for micro entrepreneurs in Aloran, helping them to better understand how financial knowledge can directly affect their businesses' performance and endurance. For local

government units and policy developers, the findings will provide data-driven justification for investing in targeted financial literacy campaigns and training programs tailored to the needs of rural micro-entrepreneurs. Academic institutions may also use this study as a basis for reflection, gaining deeper insights into the realities and challenges faced by micro entrepreneurs in rural economies. By addressing a critical research gap, the study also provides a conceptual foundation for future investigations in finance, entrepreneurship, and rural development.

The results of this study can be applied across several sectors and initiatives. Local government units and development agencies can use the findings to design training modules and outreach programs to enhance the financial competencies of microentrepreneurs in Aloran and similar regions. Educational institutions can integrate the outcomes into classroom instruction, especially in courses related to entrepreneurship, economics, and personal finance. Non-profit organizations, cooperatives, and microfinance institutions may leverage these insights to develop mentoring systems, advisory services, or financial literacy tools tailored to microentrepreneurs. Additionally, this research can serve as a foundation for policy formulation, contributing to a more inclusive economic development strategy that emphasizes both capacity building and financial inclusion at the grassroots level. Lastly, the study's outcomes aim to support a more financially resilient and sustainable microentrepreneur sector in the Philippines.

Conceptual Framework

This study explored the relationship between micro entrepreneurs' financial literacy and their sustainability. Based from their experiences, were presented as follows:

Embodied Financial Control as Emotional Stability and Resilience. Managing finances is a central lived experience for micro entrepreneurs, shaping not only business decisions but also emotional stability and confidence. When micro entrepreneurs consistently engage in budgeting, saving, and expense monitoring, they develop a sense of control that reduces uncertainty and anxiety in their operations. Financial discipline allows them to respond to setbacks with reflection rather than panic, strengthening their ability to recover from financial strain. Rather than viewing financial limitations as barriers, entrepreneurs interpret them as boundaries that guide responsible decision-making and long-term planning. This process transforms financial routines into stabilizing practices that support emotional resilience. Through repeated engagement with these behaviors, entrepreneurs cultivate habits that reinforce both personal assurance and enterprise continuity. In this sense, embodied financial control becomes a foundation for sustaining business operations while maintaining psychological balance.

Financial management practices function as everyday mechanisms that translate knowledge into action. Record-keeping, cost monitoring, and deliberate spending decisions enable micro entrepreneurs to evaluate their financial position with clarity. These practices foster awareness of income patterns and operational needs, helping prevent impulsive decisions that may jeopardize sustainability (Ene et al., 2022). When micro entrepreneurs internalize financial routines, they experience greater confidence in navigating unpredictable market conditions (Urefe et al., 2024). Emotional reactions to financial

challenges are reframed as opportunities for learning and adjustment. Such disciplined engagement strengthens adaptability and long-term commitment to enterprise survival (Ali & Rhita, 2025). Financial control therefore, operates not merely as a technical skill but as a lived strategy that supports resilience and continuity.

Micro-entrepreneurs who embody financial discipline demonstrate greater capacity to balance risk and opportunity. By maintaining consistent financial routines, they are better prepared to absorb shocks and manage fluctuating income streams (Lin et al., 2023). This preparedness reduces stress and encourages thoughtful decision-making during critical moments. Financial awareness supports a mindset oriented toward sustainability rather than short-term gain (Santos et al., 2024). Over time, disciplined financial behavior becomes integrated into daily operations, reinforcing confidence and persistence. The emotional stability derived from financial control enables entrepreneurs to sustain motivation despite uncertainty (Denko et al., 2021). Thus, embodied financial control strengthens both psychological resilience and the durability of micro-entrepreneurs.

Financially Guided Spatial Management: Organizing Business Spaces for Efficiency and Sustainability. Organizing business spaces is a practical expression of how micro-entrepreneurs apply financial awareness in their daily operations. Micro entrepreneurs structure their work environments whether home-based production areas or small retail spaces, according to available capital and operational priorities. This financially guided arrangement ensures that resources are allocated intentionally, minimizing waste and unnecessary spending. By aligning workspace organization with financial capacity, micro entrepreneurs create environments that support efficient workflow and productivity. Such planning reduces operational strain and allows businesses to function smoothly

despite limited resources. The physical layout of the business becomes a reflection of disciplined financial thinking. In this way, spatial organization contributes directly to sustainability and long-term enterprise stability.

Financial decision-making influences what materials, equipment, and inventory are prioritized within the workspace (Dasinapa, 2025). Micro entrepreneurs carefully select items that generate consistent value, ensuring that every purchase supports operational goals (Alshebami & Murad, 2022). This intentional approach prevents overcrowding, overstocking, and inefficient use of limited space. When business areas are organized around financial realities, entrepreneurs are better able to balance costs and productivity (Ejjami, 2024). Structured environments promote smoother workflows and reduce time spent correcting avoidable inefficiencies. As financial awareness shapes spatial decisions, entrepreneurs cultivate habits that reinforce accountability and strategic planning. These practices demonstrate how operational environments can embody financial discipline (Alvarez et al., 2024).

Efficient spatial management also strengthens entrepreneurs' ability to adapt to changing circumstances (Saah et al., 2024). When resources are arranged strategically, adjustments can be made quickly in response to fluctuating demand or income. This flexibility supports continuity during periods of uncertainty (Yousuf et al., 2021). Micro entrepreneurs who organize their spaces with financial intention experience greater confidence in managing operations. The workspace becomes a functional system that mirrors responsible financial behavior. Over time, disciplined spatial management reinforces sustainability by ensuring that business operations remain aligned with available

resources (Hu et al., 2022). Thus, a financially guided organization transforms physical spaces into active contributors to enterprise resilience.

Financial Literacy as a Temporal Anchor: Reflecting on Past Challenges, Navigating Present Operations, and Securing Future Sustainability. Enhancing financial awareness among micro-entrepreneurs has significant, practical, and enduring effects on how they interpret past experiences and guide present decision-making. Merely encountering financial hardship does not automatically lead to improved enterprise outcomes. Nonetheless, entrepreneurs who actively reflect on previous financial challenges and apply those lessons demonstrate stronger judgment and operational stability. Those who maintain disciplined financial habits experience less uncertainty in their daily activities and are better able to sustain consistent business performance. Reflection transforms financial setbacks into meaningful insight that informs wiser actions. In this way, financial literacy serves as a temporal anchor that strengthens the resilience and continuity of microentrepreneurs.

Applying financial literacy to present operations is a crucial aspect of responsible enterprise practice (Martinez et al., 2024). Micro entrepreneurs who consistently monitor expenses, plan budgets, and evaluate cash flow create a stable framework for daily decision-making (Sabri, 2023). Structured financial routines allow them to respond thoughtfully to income fluctuations and operational pressures rather than reacting impulsively. Navigating present operations with financial awareness promotes accountability and confidence in managing limited resources (Sajid et al., 2024). This disciplined engagement supports efficiency and protects enterprise stability. Micro entrepreneurs who internalize these practices demonstrate greater control over ongoing

business demands. Financial literacy therefore, becomes an active mechanism guiding present enterprise actions (Padi et al., 2025).

Future sustainability emerges when microentrepreneurs extend their financial awareness to preparation and long-term planning (Burchi et al., 2021). Strategic saving, cautious reinvestment, and realistic goal setting enable micro entrepreneurs to anticipate risks and protect operational continuity (Lumanauw & Lolowang, 2024). Micro entrepreneurs who align present financial behavior with future needs are better positioned to adapt to changing conditions. This forward-looking mindset encourages responsible growth rather than short-term reaction. Planning reduces vulnerability and reinforces microentrepreneurs' resilience. Financial literacy thus becomes a framework for securing longevity and sustained viability (Seraj & Alshebami, 2022). Sustainable progress develops when foresight informs financial behavior.

Entrepreneurial learning environments are shaped by the continuous interaction between reflection, present management, and future preparation (Mico & Cungu, 2023). Micro entrepreneurs who integrate past lessons with daily financial discipline cultivate a cycle of informed decision-making (Thalib et al., 2025). This connection strengthens the adaptability and confidence of micro-entrepreneurs. Financial literacy evolves beyond technical knowledge into a lived framework that guides behavior over time (Thevenet & Hamelin, 2025). Through this temporal anchoring, entrepreneurs maintain persistence despite uncertainty. The relationship among reflection, action, and planning serves as a foundation for enterprise resilience.

Financial Literacy as a Foundation for Trust and Sustainable Relationships.

Developing strong financial literacy is essential for building trust and maintaining

sustainable relationships among micro entrepreneurs. Financial literacy refers to the ability to manage money responsibly through practices such as transparent record-keeping, timely payments, and informed decision-making. When micro entrepreneurs consistently demonstrate financial accountability, they foster confidence among suppliers, customers, and partners. This reliability reduces misunderstandings and strengthens professional credibility. Financial discipline contributes to smoother transactions, clearer communication, and mutual respect in business dealings. By practicing responsible financial behavior, entrepreneurs enhance both relational stability and enterprise continuity.

Building trust through sound financial practices benefits not only individual micro entrepreneurs but also the broader business environment (Maung, 2024). Neglecting financial responsibility can strain partnerships, disrupt collaboration, and weaken professional networks. Therefore, entrepreneurs who maintain transparent financial habits create conditions that encourage cooperation and shared problem-solving (Yue & Chen, 2022). Sustainable relationships are reinforced when stakeholders perceive consistency and fairness in financial interactions. Such environments promote resilience and adaptability during periods of uncertainty (Deferne & Groote, 2023). Strengthening financial literacy, therefore, supports long-term relational stability and operational success.

Financial Tools and Practices as Pillars of Business Sustainability. Financial tools and practices are essential mechanisms that support the stability and continuity of micro-entrepreneurs. These tools refer to everyday methods such as budgeting, expense tracking, record-keeping, and savings routines that guide financial decision-making. When micro entrepreneurs consistently apply these practices, they gain clearer insight into cash flow,

operational costs, and business performance. This clarity allows them to make informed choices that protect limited resources and maintain balance. Financial routines reduce uncertainty by creating structure in daily operations. By embedding these practices into their workflow, micro entrepreneurs strengthen accountability and operational discipline. Such habits function as pillars that sustain enterprise resilience and growth.

The consistent use of financial tools benefits both the micro entrepreneur and the overall health of the business. Neglecting financial monitoring can lead to overspending, mismanagement, and instability, threatening continuity. In contrast, disciplined record-keeping and planning promote efficiency, transparency, and better resource allocation. Micro entrepreneurs who maintain structured financial routines are better equipped to respond to unexpected expenses or fluctuating income. These practices support adaptability and long-term planning in changing business environments. Strengthening financial habits, therefore, contributes to sustained productivity and operational confidence.

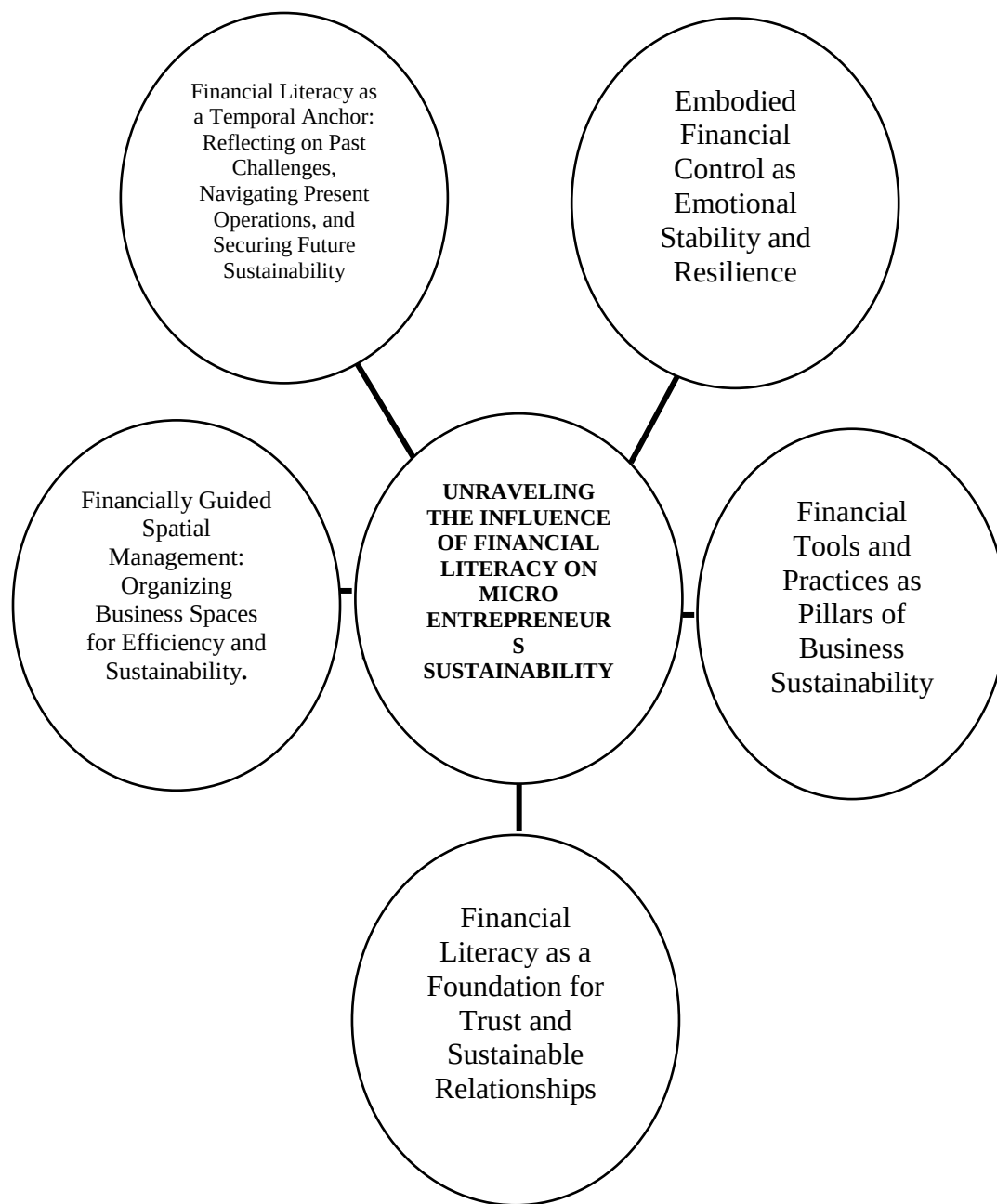


Figure 2. Schematic Diagram of the Study

Statement of the Problem

This phenomenological inquiry explored the lived experiences of micro entrepreneurs to understand how financial literacy shapes business sustainability. It sought answers to the following questions:

- 1.) How do micro-entrepreneurs experience their bodies, emotions, and stress levels when managing business finances, particularly after acquiring new financial knowledge or skills?
- 2.) How does the level of financial literacy influence the way micro-entrepreneurs organize and utilize their business spaces, such as shops, homes, or workplaces?
- 3.) How does financial literacy shape micro-entrepreneurs' understanding of their business's past challenges, present condition, and future sustainability?
- 4.) How does financial literacy influence micro-entrepreneurs' interactions with customers, suppliers, lenders, and financial institutions?
- 5.) How do micro-entrepreneurs describe the ways in which the tools, objects, or practices they use to manage finances shape the sustainability and growth of their businesses?

RESEARCH METHODOLOGY

Design

The research design used in this study was a qualitative approach, specifically a Phenomenological study design by Moustakas (1998). A phenomenological study is a qualitative research approach that aims to gain insight into how people experience a certain phenomenon in their everyday lives. Rather than relying on figures or statistical data, this method emphasizes individuals' personal perspectives, highlighting how they interpret, describe, and give meaning to their experiences. Thus, this design was appropriate for the study, as it aimed to explore the lived experiences of micro entrepreneurs regarding how financial literacy shapes business sustainability.

Setting

The study was conducted in a rural town, specifically Aloran, Misamis Occidental, a province located in Northern Mindanao, Philippines. The area is known for its peaceful environment and strong community ties, where agriculture and small-scale trading serve as the main sources of livelihood. Most residents engage in farming, retail, and other microenterprise activities that help sustain the local economy. The town is characterized by simple living conditions, close-knit neighborhoods, and a developing commercial sector that supports daily needs. Despite its rural nature, it continues to grow gradually through the efforts of micro entrepreneurs.

Participants

The participants in this study are 10 microentrepreneurs from the municipality of Aloran, Misamis Occidental. To qualify, participants must meet the following selection criteria: 1) have at least 5 years of expertise in their business. and 2) has given consent to participate in the study. To ensure the study gathers reliable and relevant data, certain individuals were excluded as participants. They were chosen using purposive sampling, which ensures that only individuals who can provide rich, meaningful insights into the research topic are included. The final number of participants was determined by data saturation, the point at which no new information or themes emerged from the interviews.

Instruments

A researcher-made interview guide was used to gather pertinent data and information regarding the experiences of micro-entrepreneurs in business management and financial literacy. The interview guide consisted of an introduction, warm-up questions, core questions, structural or process questions, meaning and perception questions, and exit questions to obtain comprehensive and detailed responses from the participants. These questions focused on the participants' business background, financial knowledge, budgeting practices, financial decision-making, challenges encountered, and perceptions regarding the role of financial literacy in sustaining their businesses. To ensure the interview guide's validity and reliability, the researcher interviewed two micro-entrepreneurs who were not included in the final data collection or interviews. Based on the responses gathered during the pilot interview, vague or ambiguous questions were revised and improved to enhance the clarity and relevance of the instrument (See Appendix D).

Data Gathering Procedure

The researcher sought permission first from the dean of the graduate school at Misamis University before proceeding with the study. After the final participants had been identified, interviews were scheduled and conducted in a manner that respected participants' time and convenience. Before the main interviews, the questionnaire was pilot-tested with two micro-entrepreneurs who were not part of the study. Feedback from this pilot test was used to revise any vague or unclear items to ensure clarity and reliability. During the actual interviews, conversations were digitally recorded and later transcribed using software such as HyperResearch and NVivo. Each interview is expected to last approximately 45 minutes to an hour, during which the researcher will note participants' behaviors, expressions, and other observations in a research journal for reflection and transcription.

At the beginning of each interview, the researcher greeted the participant, explained the purpose of the study, and emphasized their voluntary participation. Each participant was asked to sign a consent form confirming that they understand their rights, including the right to withdraw at any time without consequence. Confidentiality was maintained throughout the process by assigning pseudonyms to participants and removing any identifying information from transcripts and notes. All digital recordings, transcripts, and related files will be securely stored on a password-protected computer, and physical documents will be kept in a locked cabinet accessible only to the researcher. Participants also have the opportunity to review draft versions of the study report to provide additional feedback, ensuring that their experiences are accurately represented.

These measures ensured that the participants' privacy and data were protected both during and after the research. By combining secure storage, anonymization, and informed consent, the study safeguards sensitive information while preserving the integrity and authenticity of the data. This approach allows the researcher to conduct the study ethically while providing a faithful representation of participants' lived experiences as micro-entrepreneurs.

Ethical Considerations

The study was carried out with strict attention to protecting participants from any harm. The dignity and rights of all participants were given utmost respect throughout the research process, with informed consent obtained before their participation. Measures were taken to protect participants' privacy, ensure the confidentiality of collected data, and maintain the anonymity of both individuals and organizations involved. All forms of communication related to the study were handled honestly and transparently, avoiding misleading information and biased reporting of findings. The researcher complied with the ethical requirements and protocols set by the MU Research Ethics Board (REB). Ethical concerns were addressed before securing REB approval, ensuring that the study aligned with the institution's standards. By adhering to these guidelines, the researcher uphold integrity and safeguard the welfare of the participants.

Data analysis

The study followed Moustakas' phenomenological reduction to understand how micro-entrepreneurs experience and interpret financial literacy in their everyday lives. The focus is on uncovering the essence of their lived experiences, paying attention to how they

feel, act, and make meaning of financial decisions and sustainability in their business. The analysis prioritized participants' perspectives over the researcher's assumptions, ensuring that all findings emerge from the actual experiences of micro entrepreneurs. By centering on the lived world, the study captured not only observable actions but also the emotions, reflections, and personal interpretations that shape financial behavior. This approach allowed the researcher to see beyond surface practices and explore the underlying significance of financial literacy in sustaining micro businesses. Each stage of the phenomenological process contributed to a deeper understanding of the participants' realities.

The first phase, *bracketing*, involved the researcher setting aside personal beliefs and prior knowledge about financial management and entrepreneurship. By suspending assumptions, the researcher approached the data without bias, maintaining the authenticity of participants' voices. This step is essential for preserving the purity of the lived experiences and ensuring that interpretations are grounded in the participants' own accounts. Bracketing created a foundation for objectivity, allowing the researcher to engage fully with the data as it is presented. It also encouraged careful listening during interviews and close attention to the nuances of participants' responses. Through this process, the researcher minimized the influence of preconceived notions on the analysis. This prepared the study to capture the experiences of micro entrepreneurs as they truly perceive and live them.

Horizontalization followed, in which significant statements from interview transcripts were identified and treated as equally important at the outset. Each statement reflected a piece of the participants' lived experience, including their actions, emotions, and

interpretations regarding financial literacy and business sustainability. Redundant or irrelevant statements were removed, leaving meaningful units that represent the essence of the experience. These horizons were then clustered into themes that highlight recurring patterns or core meanings across participants' accounts. The themes were validated against additional sources, such as observation notes and relevant literature, to enhance credibility. By organizing the data in this way, the researcher better understood the structure and texture of the participants' financial experiences. This step bridges individual statements into coherent insights that reflect the shared lived world of micro entrepreneurs.

The next phases, *textural and structural description*, captured both what participants experienced and how these experiences occurred. Textural description focuses on the what, using the participants' own words to narrate their perceptions, struggles, and successes. Structural description examines how, in the context of social relationships and environmental factors, these experiences are shaped. Imaginative variation was employed to explore multiple perspectives and reveal underlying meanings while maintaining detachment from personal biases. Together, these descriptions provided a detailed, multidimensional account of how financial literacy is lived and enacted among micro entrepreneurs. They showed not only practical behaviors but also the significance of emotions, values, and relational dynamics in sustaining businesses. These phases ensured that the findings reflect the complexity of real-life experiences rather than simplified observations.

Finally, *textural-structural synthesis* integrated the identified themes and meaning units into a unified narrative. This synthesis presented the essence of financial literacy as it is experienced by micro entrepreneurs, capturing both the tangible and intangible aspects

of their lived world. The narrative highlighted how financial knowledge, decision-making, emotional responses, and social interactions shape the sustainability of small businesses. Writing in the third person ensured neutrality while presenting a comprehensive understanding of participants' experiences. The resulting account aims to portray the authentic reality of managing finances, navigating challenges, and maintaining business continuity in a rural setting. Through this approach, the study provided a rich, human-centered insight into the role of financial literacy in the survival and resilience of micro entrepreneurs.

RESULTS AND DISCUSSION

The study involved a highly diverse group of participants with varied backgrounds and business operations experience. The group consists of 10 participants who collectively represent a wide range of personal and professional contexts. Both male and female participants are included, with ages ranging from 33 to 68 years old. In terms of educational attainment, participants include bachelor's degree holders, high school graduates, and one high school dropout. Additionally, several participants have attended trainings and seminars spearheaded by the local government unit of Aloran, Misamis Occidental, that further enriched their experiences in operating and sustaining their businesses.

This study sought to unravel the influence of financial literacy on the sustainability of micro entrepreneurs in Aloran, Misamis Occidental, in dealing with the complexities of micro-scale business operations. From the conducted interviews, several themes were created: Embodied Financial Control as Emotional Stability and Resilience, Financially Guided Spatial Management: Organizing Business Spaces for Efficiency and

Sustainability, Financial Literacy as a Temporal Anchor: Reflecting on Past Challenges, Navigating Present Operations, and Securing Future Sustainability, Financial Literacy as a Foundation for Trust and Sustainable Relationships, and Financial Tools and Practices as Pillars of Business Sustainability. The emerging themes highlight financial literacy as a central force that shapes emotional stability and resilience, guides the efficient organization of business spaces, and supports reflective decision-making across past experiences, present operations, and future sustainability. Entirely, these themes emphasize that financial knowledge, trust-based relationships, and the effective use of financial tools and practices serve as foundational pillars for long-term business sustainability.

Embodied Financial Control as Emotional Stability and Resilience

Managing finances emerged as a deeply embodied experience for participants, intertwining financial practices with emotional stability and psychological resilience. Participants described how budgeting, monitoring expenses, and saving were not merely technical tasks but lived practices that shaped their sense of control, confidence, and emotional well-being as micro entrepreneurs. This theme reveals how financial control serves as an anchor, helping entrepreneurs manage stress, cope with uncertainty, and sustain their businesses amid challenges. Below are some of the participants' responses, which support the theme:

“I feel confident and in control when handling my business finances because my experience in budgeting and money management reduces my stress and makes me feel secure that my business will not fail.” (P1)

“I feel emotionally assured and less pressured because monitoring my finances daily and saving regularly gives me a sense of control over my business and my personal well-being.” (P4)

As participants shared, effective financial management fostered a strong sense of confidence and emotional security. Participant 1 emphasized that experience in budgeting and money management reduced stress and reinforced a belief in the business's sustainability. The finding illustrated the relevance of acquiring financial competence in building emotional assurance when business operates smoothly. Similarly, Participant 4 highlighted that daily financial monitoring and regular saving generated emotional calm and personal well-being. This emphasized that when a business owner has routine financial practices, it ensures financial freedom and independence while also fostering inner stability.

“I feel resilient and emotionally strong when managing my finances because budgeting and saving helped me survive crises, such as being robbed, and continue sustaining my business.” (P6)

“I experience stress and regret when I make financial mistakes, and these experiences taught me both emotionally and physically the importance of budgeting to avoid repeated losses.” (P7)

Other participants assert that resilience was particularly evident in narratives shaped by adversity. Participant 6 described how budgeting and saving enabled them to recover emotionally and financially from being robbed, demonstrating how financial discipline strengthened their capacity to endure crises and continue operating their business. This experience reflects how financial control becomes physically and emotionally embodied through survival, recovery, and persistence. Moreover, moments of financial mismanagement were described as emotionally and physically taxing. Participant 7 expressed stress and regret over financial mistakes, yet these embodied experiences became powerful lessons reinforcing the importance of budgeting to prevent recurring

losses. This highlights how emotional discomfort serves as a catalyst for developing stronger financial discipline.

The findings of the study confirmed findings from the literature emphasizing the relevance of financial control for micro-entrepreneurs in meeting business operational expenses while also prioritizing personal needs over business needs (Hernandez & Cruz, 2025). Financial management was not viewed merely as a technical task but as a daily practice that helped reduce stress and uncertainty (Kiefl et al., 2024). Ideally, business capability and financial knowledge through budgeting, saving, and closely monitoring cash flow would allow micro-entrepreneurs to develop confidence and a sense of security (Hidzir et al., 2023). This sense of control supported business continuity and informed everyday decision-making (Imjai et al., 2025). When finances were organized, participants felt more capable of handling challenges. These practices allowed them to remain committed to sustaining their business despite limited resources.

Financial discipline also played a key role in helping micro-entrepreneurs to cope with economic pressures and unexpected setbacks (Saman, 2025). Experiences of slow sales, losses, and disruptions highlighted the importance of budgeting and saving for recovery (Alshebami, 2025). Participants emphasized that financial control enabled them to continue operating during difficult periods. Although financial mistakes caused emotional strain, they also became valuable learning experiences (Costa et al., 2023). These moments encouraged reflection and improved future financial decisions. Over time, repeated exposure to challenges strengthened financial awareness and resilience.

The theory that supports the finding is the Financial Capability Theory by Sherraden (2018), which directly supports this study's finding by explaining how financial

well-being develops through the active use of financial knowledge in everyday situations. The participants demonstrated financial capability by consistently applying budgeting, saving, and expense monitoring, thereby strengthening their emotional stability and resilience. Rather than treating financial management as a technical requirement, they used it as a practical tool to manage stress, recover from losses, and maintain confidence during uncertain periods. The theory emphasizes that individuals become financially capable when they can turn knowledge into action, which mirrors how participants gained control over their businesses through daily financial practices. These repeated actions helped them regulate emotions, learn from mistakes, and respond more effectively to financial challenges. In this way, Financial Capability Theory explains why embodied financial control served as both an emotional anchor and a key driver of sustainability among micro-entrepreneurs.

Thus, micro entrepreneurs in the locality became more resilient in managing their finances by ensuring their business operations remained seamless, enabling them to respond more effectively to daily pressures and unexpected challenges. This resilience reflects a deeper capacity to maintain stability despite fluctuating income, limited capital, and external disruptions. The findings suggest that when financial practices are organized and consistently applied, entrepreneurs experience fewer emotional setbacks and make more deliberate business decisions. Financial difficulties, therefore, should be understood not only as resource constraints but also as stressors that influence judgment, persistence, and long-term viability. There should be a focus on strengthening routine financial behaviors, such as disciplined budgeting and regular savings, that support both operational continuity and personal well-being. Local institutions and development programs may

enhance impact by offering applied financial coaching that mirrors real business conditions. In doing so, micro-entrepreneurs are more likely to sustain their business while preserving emotional balance and confidence over time.

Financially Guided Spatial Management: Organizing Business Spaces for Efficiency and Sustainability

Managing business spaces emerged as a financially guided, strategic practice for participants, reflecting how financial considerations shape the physical organization of their businesses. Participants described how budgeting, prioritizing purchases, and allocating capital were not merely administrative tasks but lived practices that structured their workspaces, optimized efficiency, and supported the sustainability of their businesses. Through these financially informed spatial choices, participants minimized waste, avoided unnecessary expenditures, and maintained operational stability despite limited and often unpredictable resources. The theme illustrates how careful financial planning becomes embodied in spatial decisions, ensuring that business environments remain functional, productive, and aligned with available resources. Below are some of the participants' responses, which support the theme:

“I organized my home-based baking space by ensuring there is enough capital for ingredients and equipment, allowing my workspace to function efficiently and support continuous production.” (P1)

“I utilizes my small variety store space carefully by immediately purchasing stocks within my budget, ensuring the store shelves remain filled despite limited capital.” (P2)

“I manages my store space by prioritizing only high-demand items, preventing overcrowding of goods and ensuring that the limited space supports steady income flow.” (P3)

“I organize the vegetable stand and store based on available capital, stocking only what is needed so the business space remains manageable during slow and peak seasons.” (P4)

Participants 1, 2, 3, and 4 emphasized that organizing business spaces according to capital availability strengthened operational efficiency and continuity. Participant 1 shared that by ensuring sufficient capital for ingredients and equipment in her home-based baking space, she maintained a workflow that allowed continuous production, demonstrating how financial foresight directly supports workspace efficiency. Similarly, Participant 2 highlighted how careful stock purchasing within her budget ensured that her small variety store remained adequately supplied, reflecting how spatial and financial management are interdependent in sustaining income flow. Spatial management was further articulated through prioritization and adaptation. Participant 3 focused on stocking only high-demand items, preventing overcrowding and maintaining a functional store layout that supported steady revenue. Participant 4 described how she aligned the vegetable stand and store layout with available capital, ensuring that the business space remained manageable during both slow and peak seasons. These accounts underscore the practical integration of financial guidance into spatial arrangements, revealing how micro-entrepreneurs continuously calibrate their work environments to align with budgetary constraints.

“I limit materials in my tailoring workspace by purchasing only enough cloth for each order, preventing wasted space and unnecessary expenses.” (P7)

“I adjust my restaurant workspace by budgeting differently for ordinary days and large events, allowing my kitchen and service area to function efficiently.” (P8)

Participants 7 and 8 extended this theme by illustrating how adaptive financial planning influences workspace functionality. These accounts show that financial decision-making directly shaped how participants organized and adjusted their workspaces in

response to changing operational demands. By aligning spatial arrangements with available capital and expected income, participants ensured that their business environments remained efficient, manageable, and financially sustainable. Participant 7 described limiting materials in the tailoring workspace by purchasing only enough cloth per order, preventing wasted space and unnecessary expenses. Participant 8 adjusted the restaurant's workspace based on varying budgets for ordinary days versus large events, demonstrating flexible financial planning to maintain operational efficiency under changing conditions.

The experiences of micro-entrepreneurs showed that organizing business spaces was closely linked to how they managed their finances. Participants did not view space management as a separate physical concern but as something directly shaped by their financial decisions. Budgeting influenced what items were purchased, how much stock was displayed, and how work areas were arranged (Srbinska, 2023). Limited capital required micro entrepreneurs to think carefully about how every part of their workspace was used (Hokmabadi, 2024). Through this process, space became a reflection of financial discipline rather than excess. As a result, business environments were kept functional, orderly, and aligned with available resources.

Financially guided spatial organization also helped micro-entrepreneurs maintain operational efficiency. By prioritizing essential and high-demand items, participants avoided overcrowded spaces and unnecessary expenses. Workspaces were arranged to support smooth workflows, whether in home-based production areas, small retail stores, or service-oriented setups (Rodriguez, 2025). This careful alignment of finances and space enabled micro-entrepreneurs to operate steadily even during periods of slow sales. When resources were limited, organizing space based on financial capacity prevented waste and

reduced operational strain (Wilson, 2022). These practices helped ensure that business activities remained manageable and productive.

The finding is supported by Sherraden's Theory of Financial Capability (2018), which emphasizes that effective financial behavior results from the interaction between financial knowledge and the ability to use resources within existing structures. Participants demonstrated financial capability by translating budgeting and financial awareness into practical spatial decisions that shaped their business environments. Rather than existing as abstract knowledge, financial capability was expressed through everyday practices such as organizing workspaces, regulating inventory, and allocating materials based on available capital. These actions reflect Sherraden's view that capability is realized through the use of financial skills, rather than mere possession. By aligning workspace organization with financial capacity, micro-entrepreneurs maintained control over both physical and financial resources. This supported operational efficiency and long-term business sustainability despite ongoing resource constraints.

Micro-entrepreneurs' ongoing challenge is not solely the lack of financial resources, but the ability to organize and sustain daily operations within those limits. Participants who consciously linked financial planning to operational decisions managed costs more effectively and maintained continuity amid changing business conditions. This highlights that enterprise resilience develops through the consistent use of financial judgment rather than through increased capital alone. In light of this, the local government should support initiatives that move beyond theoretical instruction and focus on how financial decisions are applied in everyday business contexts. Training and advisory programs should also emphasize practical budgeting, adaptive planning, and resource prioritization that may

better equip micro-entrepreneurs to navigate constraints. Strengthening these applied financial practices can contribute to greater operational stability and long-term business sustainability of micro entrepreneurs.

Financial Literacy as a Temporal Anchor: Reflecting on Past Challenges, Navigating Present Operations, and Securing Future Sustainability

Financial literacy revealed as a temporal anchor for participants, shaping how they reflected on past hardships, managed present business operations, and envisioned long-term sustainability. Participants described financial knowledge not as a fixed skill but as a lived and evolving practice that guided decision-making across different stages of their entrepreneurial journeys. Budgeting, debt management, and financial foresight were repeatedly emphasized as foundations that enabled participants to survive early challenges, stabilize daily operations, and sustain aspirations for business continuity and growth. This theme illustrates how financial literacy connects past experiences with present practices while anchoring future-oriented goals toward resilience and longevity. Below are some of the participants' responses, which support the theme:

“Financial literacy really made a difference when I was starting because I had to budget carefully due to the loan for the oven...It affected my future goals because I plan to invest more in equipment and knowledge.” (P1)

“Before we almost shut down, but being frugal really saved us...It affected my goals because I want my business to last longer.” (P2)

Participants 1 and 2 reflected on how financial literacy was most evident during their early struggles, particularly when financial pressure threatened the survival of their businesses. Participant 1 recalled that learning to budget while repaying a loan for essential equipment became a turning point that shaped both immediate operations and long-term plans. Through disciplined financial management, she not only sustained production but

also developed future-oriented goals centered on reinvestment and skill development. Similarly, Participant 2 described a period when the business nearly closed, noting that frugality and careful financial decisions were crucial in preventing closure and reinforcing the goal of long-term business survival.

“It affected my vision and goals for the future because I can see progress. Financial literacy is really one of the pillars of business.” (P3)

“Financial literacy helped sustain my business and also helped us build a house and send family members to college...It is the foundation in sustaining my business.” (P4)

Participants 3 and 4 emphasized financial literacy as a guiding framework that allowed them to recognize progress and sustain both business and personal aspirations. Participant 3 viewed financial literacy as a core pillar of entrepreneurship, explaining that understanding finances enabled a clearer vision, effective goal-setting, and long-term planning. Participant 4 extended this perspective by describing how financial knowledge supported not only business sustainability but also broader life outcomes, including education and household stability. In these accounts, financial literacy was portrayed as more than a technical skill; it served as a stable foundation for decision-making across different areas of life. Collectively, the participants' narratives illustrate how financial literacy supports continuity, growth, and resilience across both business and personal domains.

“Before, I made many mistakes in purchasing and I really shouldered the cost...It made me realize that without budgeting, the business will fail. It affected my goal because I want it to last long.” (P7)

“It affected my vision because I can see progress. Financial literacy is one of the foundations in business...Without it, my business would be bankrupt.” (P10)

Participants 7 and 10 further articulated how past financial mistakes and limited knowledge shaped their present practices and future goals. Participant 7 reflected on early purchasing decisions that resulted in personal financial losses, describing these experiences as critical lessons that reinforced the necessity of budgeting and financial control. This realization reshaped his vision toward maintaining business longevity. Likewise, Participant 10 emphasized that improved financial literacy allowed her to observe tangible progress, asserting that without such knowledge, the business would not have survived. These accounts highlight how financial literacy transforms experience into insight, enabling entrepreneurs to move forward with greater stability and confidence.

Financial literacy is revealed as a temporal anchor for participants, shaping how they understand past hardships, manage present business operations, and plan for long-term sustainability (Jacved & Yasir, 2025). Participants described financial knowledge not as a fixed or technical skill but as something developed through lived experience over time. Early challenges, such as loans, limited capital, and unstable income, pushed them to become more mindful of budgeting and financial control (Widjayanti et al., 2025). These experiences helped participants reflect on their mistakes and recognize the importance of financial discipline in daily business decisions. Through this process, financial literacy became a guiding force that linked past struggles to present practices. It also provided a foundation for setting future goals focused on resilience, continuity, and growth (Xu & Jiang, 2024).

Participants emphasized that financial literacy played a crucial role in helping them recognize progress and maintain both business and personal stability. Understanding how to manage finances allowed them to set clearer goals, monitor improvements, and make

informed decisions about their business (Aini & Fikri, 2026). For some, financial knowledge extended beyond business operations and influenced broader life outcomes, such as supporting education and improving household conditions. Financial literacy was consistently described as a core foundation that sustained not only income generation but also long-term aspirations. This foundation enabled participants to balance immediate needs with future planning. As a result, financial literacy supported continuity across multiple aspects of their lives.

The finding connects with Sherraden's Theory of Financial Capability (2018), which explains that sound financial behavior emerges from the combination of financial knowledge and the practical ability to apply it within real-life constraints. In this study, financial literacy served as a temporal anchor, helping participants reinterpret past financial difficulties, manage current business demands, and shape future sustainability goals. Rather than viewing financial knowledge as a static or technical skill, participants demonstrated capability through lived practices such as budgeting during periods of debt, exercising frugality during financial crises, and planning reinvestments based on observed progress. These practices show that financial capability was realized through everyday decision-making shaped by experience, not merely by possessing financial information. By learning from past mistakes and adapting present strategies, participants were able to stabilize operations and develop clearer long-term visions for their businesses and households. Consistent with Sherraden's framework, integrating financial knowledge and action enabled micro-entrepreneurs to maintain continuity, resilience, and sustainability despite ongoing resource constraints.

The findings indicate that the core challenge faced by micro-entrepreneurs lies not only in limited capital but in sustaining disciplined financial decision-making under persistent limitations. When financial planning is consistently embedded in daily operational choices, entrepreneurs are better able to regulate costs, anticipate disruptions, and ensure sustainability despite fluctuating conditions. This suggests that resilience is primarily cultivated through repeated, informed financial judgment rather than through capital expansion alone. Thus, local government units and support institutions should prioritize training initiatives that emphasize applied financial decision-making in real business settings rather than abstract financial concepts. Practical interventions, such as hands-on budgeting workshops, scenario-based planning, and guided resource-allocation exercises, may better equip micro-entrepreneurs to manage uncertainty. Strengthening these application-oriented financial practices can enhance operational stability, support adaptive growth, and contribute to the long-term sustainability of micro-entrepreneurs.

Financial Literacy as a Foundation for Trust and Sustainable Relationships

Financial literacy was identified as a foundational mechanism through which participants cultivated trust and sustained relationships with key stakeholders, including suppliers, customers, and financial partners. Rather than being viewed solely as a technical competency, financial literacy was described as a practical, relational tool that enables entrepreneurs to engage responsibly, negotiate effectively, and maintain credibility in business transactions. Through budgeting, timely debt repayment, informed pricing, and transparent financial practices, participants demonstrated how financial literacy reinforced mutual trust and contributed to long-term business sustainability. Below are some of the participants' responses, which support the theme:

“You should really know what you are selling, because then you can monitor your money... You should have really good relationship with your suppliers, because suppliers will give you discounts.” (P3)

“I usually pay my credit and loans on time, sometimes earlier, so that I can gain the trust of my suppliers.” (P5)

“Financial literacy means that you know how to budget and save... without it, I will already be bankrupt.” (P1)

Participant 3 emphasized that understanding what is being sold allows better Financial monitoring and strengthens supplier relationships, which can translate into cost advantages such as discounts. Complementing this, Participant 5 highlighted that timely, early repayment of credits and loans was a deliberate strategy to build trust with suppliers. Together, these accounts illustrate how financial literacy reinforces credibility and reciprocity in business relationships. Financial literacy was also framed as a critical safeguard against financial collapse, particularly for entrepreneurs with limited or no alternative sources of income. Participant 1 described budgeting and saving as essential practices that prevented bankruptcy, underscoring the survival value of financial knowledge.

“It really helped me a lot because I don’t have any other source of income... it can help in hard times.” (P6)

“Financial literacy means that you know how to budget and save... without it, I will already be bankrupt.” (P1)

“It really helped me a lot because I don’t have any other source of income... it can help in hard times.” (P6)

Similarly, Participant 6 emphasized that financial literacy was especially critical during difficult periods, as the business served as the sole source of income and required careful financial management to endure hardships. The participant explained that budgeting and saving practices provided stability during uncertain times, allowing the

business to continue operating despite financial pressure. Reinforcing this view, Participant 1 stated that financial literacy, particularly knowing how to budget and save, was essential to avoiding bankruptcy. These accounts demonstrate that financial literacy serves as a protective mechanism, helping micro-entrepreneurs withstand financial shocks and maintain stability. Moreover, participants highlighted that sound financial knowledge supports responsible decision-making, enabling entrepreneurs to manage customer relationships while protecting the business from financial risk.

“Financial literacy really helped me a lot, especially when transacting with customers... usually by asking for discounts.” (P9)

“If you really want to invest, you should have a plan... so that you can’t be scammed.” (P8)

Participant 9 explained that financial knowledge was crucial when negotiating with customers who frequently requested excessive discounts, allowing for more informed and confident decision-making. In parallel, Participant 8 stressed that financial literacy supports sustainable growth by guiding planned investments and reducing vulnerability to scams. Together, these accounts illustrate how financial literacy enables entrepreneurs to balance fairness, caution, and growth in external transactions. Several participants further emphasized that timely payment of obligations and transparent financial practices strengthened their credibility and reinforced trust with suppliers and lenders. Financial literacy emerged as a central foundation for building and maintaining trust within participants' business networks, particularly with suppliers, customers, and financial partners.

Micro-entrepreneurs did not describe financial knowledge as merely technical competence, but as something practiced and refined through daily transactions and

relationship management. By understanding product value, monitoring cash flow, and practicing transparency, entrepreneurs were able to engage more responsibly in business dealings (Susanti et al., 2022). These financially informed behaviors enhanced credibility and strengthened cooperative relationships, especially with suppliers who valued reliability and clarity (Grant, 2024). Over time, financial literacy became embedded in how participants sustained professional relationships. In this way, financial knowledge served as a stabilizing force, supporting trust and continuity in business interactions (Crujisen & Roerink, 2021).

For many participants, financial literacy was also essential in preventing financial distress and ensuring day-to-day stability, particularly when the business served as their primary or sole source of income. Careful budgeting, saving, and disciplined repayment of obligations were repeatedly described as practices that helped them avoid financial collapse (Katnic et al., 2024). These habits enabled participants to consistently meet commitments, reinforcing their reputation as dependable partners. During periods of uncertainty, financial knowledge offered structure and guided decision-making, reducing the risk of damaging key relationships (Gonzalez et al., 2025). Participants viewed financial literacy as a form of protection that enabled them to withstand economic pressure. As a result, trust was preserved not only through intentions but through consistent financial behavior.

The finding is supported by Bernheim's Financial Socialization Theory (1998), which explains that financial understanding and behavior develop through ongoing social interactions and shared experiences rather than through formal knowledge alone. In this study, participants' financial practices were shaped through repeated engagement with suppliers, customers, and financial partners, where trust was built through timely payments,

transparent transactions, and responsible negotiation. Financial literacy was not treated as an isolated skill but as a socially learned practice refined through everyday business relationships and feedback from others. These interactions fostered disciplined financial habits, strengthening credibility and reliability within business networks. The theory also suggests that socially acquired financial behaviors enabled micro-entrepreneurs to sustain trustworthy relationships and protect long-term business sustainability despite persistent economic pressures.

Micro-entrepreneurs credibility stems from consistent financial decision practices. When micro entrepreneurs apply disciplined financial judgment in pricing, repayment, and negotiation, they are better positioned to sustain dependable relationships with suppliers, customers, and financial partners. This suggests that relationship stability in micro-entrepreneurs' networks is largely behavior-driven, built through repeated demonstrations of reliability rather than through formal agreements alone. Thus, government support agencies and local government units should prioritize interventions that improve applied financial judgment in relational settings through negotiation guidance, repayment planning, and risk assessment activities. Any advisory programs that simulate real transaction scenarios may further help entrepreneurs develop consistency in financial conduct. Strengthening these applied competencies can improve relational stability, reduce exposure to financial conflict, and support long-term business sustainability under persistent economic pressure.

Financial Tools and Practices as Pillars of Business Sustainability

The use of financial tools and everyday financial practices emerged as a central foundation for sustaining business operations among participants. Rather than relying on formal systems or advanced technologies, participants described simple yet deliberate practices, such as handwritten record-keeping, cautious budgeting, and immediate saving, as essential mechanisms for maintaining control over their businesses. These practices were not merely administrative routines but practical strategies through which participants safeguarded business continuity, managed limited resources, and mitigated the risk of financial failure. Below are some of the participants' responses, which support the theme:

“I usually monitor my income and expenses by writing it on my notebook. What I do is from the last income that I have, I will roll the capital and income for the next orders.” (P1)

“I monitor my income and expenses by writing in my notebook every day, base my budget on how much capital I have, and save the profit immediately.” (P4)

“All income and expenses must be recorded. I record it in my notebook to monitor if I’m losing or gaining, and I always prepare money to buy stocks when needed.” (P5)

Participants consistently emphasized that using simple financial tools, particularly handwritten record-keeping, enabled them to maintain awareness of their financial position and make informed decisions about capital rollovers for future operations. Participants 1, 4, and 5 regularly recorded income and expenses in notebooks to monitor whether the business was gaining or losing, which helped them adjust spending and plan restocking when necessary. This continuous tracking functioned as a self-regulatory practice, allowing participants to maintain control over limited resources and sustain daily operations. In addition, participants explained that saving profits immediately after

transactions reinforced business sustainability by ensuring funds were available for future orders, emergencies, and ongoing needs. Budgeting further emerged as a protective practice, as participants based their spending decisions on available capital and prioritized essential, high-demand items to avoid unnecessary purchases and financial strain.

“I usually write in order to monitor my income and expenses, only budget what is really needed, and save profit in the cooperative for future needs.” (P8)

“I only buy what is really needed and prioritize based on demand; I monitor my money so I can maintain the business and avoid bankruptcy.” (P3)

Participants 3 and 8 emphasized that recording income and expenses was essential to maintaining awareness of their financial position and to guide day-to-day business decisions. Participant 8 explained that writing financial transactions helped identify which expenses were truly necessary and allowed profits to be saved in a cooperative for future needs. Similarly, Participant 3 highlighted that closely monitoring cash flow and prioritizing only high-demand, essential items helped maintain business stability and avoid bankruptcy. These practices provided clarity in budgeting and supported disciplined control over limited financial resources. Collectively, these accounts illustrate how simple financial tools and practices function as protective mechanisms that sustain operations and reduce the risk of business failure.

Financial tools and everyday financial practices emerged as a central foundation through which participants sustained their business operations over time. Rather than relying on formal accounting systems or digital technologies, participants described simple practices, such as handwritten record-keeping, as essential for maintaining awareness and control over their finances (Chimucheka et al., 2025). Writing down income and expenses

allowed them to clearly see whether the business was gaining or losing, which informed decisions about rolling capital for subsequent orders (Miguel et al., 2025). These routine practices helped participants align spending with available resources and avoid misjudgments that could threaten business continuity. Through consistent monitoring, financial tools became embedded in daily operations rather than treated as occasional tasks. In this way, record-keeping functioned as a stabilizing mechanism that supported informed decision-making and operational sustainability (Adela et al., 2024).

Saving practices further reinforced business sustainability by enabling participants to prepare for future uncertainties and operational needs (Bullo et al., 2024). Participants described setting aside profits immediately, either as cash reserves or through cooperative savings, to ensure funds were available for restocking, emergencies, or future expansion (Perkasa et al., 2024). These practices reflected a forward-looking orientation, in which financial tools extended beyond managing current transactions to support long-term planning. Saving also provided participants with a sense of preparedness, reducing vulnerability to sudden disruptions or shortages. By deliberately allocating profits, participants were able to maintain continuity even during periods of fluctuating income (Busila, 2025). As a result, saving became an integral practice that strengthened financial resilience and sustained ongoing business activities.

Budgeting also emerged as a protective financial practice that helped participants avoid unnecessary purchases and prevent financial strain. Participants emphasized prioritizing only essential and high-demand items, describing budgeting as a conscious strategy to align expenditures with actual business needs. This selective spending approach minimized waste and ensured that limited resources were used efficiently. Budgeting also

allowed participants to maintain control over cash flow, reducing the risk of overextension or insolvency (Fortuna, 2021). Through disciplined budgeting, participants balanced daily operational demands with long-term sustainability (Cerna, 2025). Moreover, budgeting functioned as a practical tool that supported stability by guiding spending decisions and safeguarding the business from financial collapse.

The finding is supported by Sherraden's Theory of Financial Capability (2018), which emphasizes that effective financial behavior arises from the ability to apply financial knowledge through accessible tools and everyday practices. In this study, participants demonstrated financial capability by consistently using simple financial tools such as handwritten record-keeping, budgeting, and immediate saving to manage limited resources and sustain daily operations. These practices show that financial capability was not dependent on formal systems or advanced technologies, but on the practical use of available tools to guide decision-making. Through continuous monitoring of income, disciplined spending, and deliberate saving, participants translated financial awareness into concrete actions that stabilized their businesses. Sherraden's framework, which integrates financial knowledge and routine financial practices, enabled micro-entrepreneurs to maintain control, resilience, and long-term business sustainability despite persistent resource limitations.

Business sustainability among micro-entrepreneurs is largely influenced by the consistent use of simple financial tools that guide daily decision-making. Regular transaction recording, cautious budgeting, and deliberate saving allow entrepreneurs to closely monitor cash flow, allocate capital effectively, and minimize financial strain. These findings suggest that operational stability is achieved not through sophisticated systems,

but through disciplined financial routines embedded in everyday practice. In this, local government units should prioritize interventions that strengthen the practical use of basic financial tools. Guided record-keeping, budgeting simulations, and savings-planning activities may help micro-entrepreneurs sustain stable operations amid persistent resource constraints.

SUMMARY, FINDINGS, CONCLUSIONS, RECOMMENDATIONS

Summary

This phenomenological study explored the lived experiences of micro-entrepreneurs in Aloran, Misamis Occidental, to understand how financial literacy influences business sustainability. The study sought to answer the following research questions: (1) How do micro-entrepreneurs experience their bodies, emotions, and stress levels when managing business finances? (2) How does financial literacy influence the organization and utilization of business spaces? (3) How does financial literacy shape entrepreneurs' understanding of past challenges, present operations, and future sustainability? (4) How does financial literacy influence interactions with customers, suppliers, lenders, and financial institutions? (5) How do financial tools and practices shape business sustainability and growth?

The study used purposive sampling to select 10 micro-entrepreneurs with diverse backgrounds in terms of age, gender, education, and business type. Data were gathered through in-depth interviews and analyzed using Moustakas' phenomenological analysis.

Findings

The salient findings of the study are as follows:

1. *Embodied Financial Control as Emotional Stability and Resilience.* Through consistent budgeting, expense monitoring, and saving, participants were able to regulate stress, learn from financial setbacks, and sustain business operations despite ongoing challenges.

2. *Financially Guided Spatial Management: Organizing Business Spaces for Efficiency and Sustainability.* By aligning spatial decisions with available resources, participants minimized waste, maintained operational efficiency, and sustained business continuity despite limited capital.

3. *Financial Literacy as a Temporal Anchor: Reflecting on Past Challenges, Navigating Present Operations, and Securing Future Sustainability.* Participants demonstrated that financial knowledge, developed through lived experience, guided disciplined decision-making such as budgeting, debt management, and reinvestment, which strengthened business continuity, resilience, and future-oriented goals despite ongoing resource constraints.

4. *Financial Literacy as a Foundation for Trust and Sustainable Relationships.* Through disciplined budgeting, transparent transactions, timely debt repayment, and informed negotiation, participants built trust, managed financial risks, and sustained long-term business relationships despite ongoing economic pressures.

5. *Financial Tools and Practices as Pillars of Business Sustainability.* By consistently monitoring income and expenses, prioritizing essential spending, and setting aside profits, participants maintained control over cash flow, prepared for uncertainties, and sustained business operations despite limited resources.

Conclusions:

Based on the findings, the following conclusions are drawn:

1. Financial literacy among micro-entrepreneurs extends beyond technical competence and is deeply embodied in emotional, psychological, and physical experiences. Effective financial management fosters emotional stability and resilience, enabling entrepreneurs to sustain their businesses amid uncertainty and adversity.

2. Financial literacy plays a critical role in shaping how micro-entrepreneurs organize and utilize their business spaces. By aligning spatial decisions with financial capacity, entrepreneurs can maintain efficiency, reduce waste, and sustain continuous operations despite limited capital.

3. Financial literacy serves as a temporal framework that connects past experiences, present practices, and future aspirations. Through reflection on financial challenges and mistakes, entrepreneurs develop disciplined habits that support long-term sustainability and goal-oriented planning.

4. Trust and sustainability in business relationships are closely tied to financial literacy. Responsible financial behavior strengthens credibility with stakeholders and protects entrepreneurs from financial distress, thereby reinforcing stable, cooperative business networks.

5. Everyday financial tools and practices function as foundational mechanisms for business sustainability. Consistent record-keeping, budgeting, and saving enable micro-entrepreneurs to maintain control over cash flow, prepare for uncertainties, and sustain business operations over time.

Recommendations:

Based on the findings and conclusions of the study, the following recommendations are proposed to the local government of aloran and supporting institutions:

1. Micro-entrepreneurs financial literacy programs may be designed to address not only technical skills but also the emotional and psychological aspects of financial management.

2. The local government may provide practical guidance or programs that align financial planning with workspace organization. The training programs and support services may emphasize cost-efficient layout planning, inventory prioritization, and space utilization strategies to help entrepreneurs reduce waste, improve efficiency, and sustain operations despite limited capital.

3. The local government may implement financial literacy programs to encourage reflective practices that help micro-entrepreneurs link past financial experiences with present decision-making and future planning. Such programs may include goal-setting activities, financial journaling, and guided reflection to strengthen disciplined habits that support long-term business sustainability.

4. Micro-entrepreneurs may be supported through financial literacy programs that emphasize responsible financial behavior as a foundation for trust-building and sustainable business relationships. Implementing training and mentoring initiatives focused on transparency, ethical financial practices, and stakeholder communication can strengthen credibility, reduce financial distress, and reinforce stable, cooperative business networks.

5. Micro-entrepreneurs may be supported through skills development initiatives that emphasize the consistent use of everyday financial tools such as record-keeping,

budgeting, and saving. Providing practical training and ongoing guidance on these financial practices can help entrepreneurs maintain cash flow control, prepare for uncertainties, and sustain their business operations over time.

6. Future researchers may build on this study by examining financial literacy in different locations or by conducting long-term studies to understand how financial practices change over time and how they support continuous business growth.

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Chapter 4

SYNTHESIS OF THE STUDY

This research is composed of two studies. The quantitative study aimed to determine the levels of financial literacy and networking strategies among micro-entrepreneurs and examine their relationship with micro-entrepreneurs' survivability. The quantitative study employed a descriptive–correlational research design. A total of 135 micro-entrepreneurs served as respondents, selected to represent diverse micro-business contexts in Aloran, Misamis Occidental. The research instruments assessed financial literacy in terms of financial knowledge and financial behavior; networking strategies in terms of information sharing, support and membership, and collaboration and partnership; and survivability in terms of longevity, innovation, adaptability, and cost leadership. Mean, Standard Deviation, Pearson Product–Moment Correlation Coefficient, and Simple Linear Regression Analysis were used as statistical tools for data analysis. The quantitative component examined how financial and relational capacities are manifested among micro-entrepreneurs and how these capacities relate to sustaining business operations over time.

The specific objectives were to: (1) determine the level of financial literacy of micro-entrepreneurs in terms of financial knowledge and financial behavior; (2) determine the level of networking strategies utilized by micro-entrepreneurs in terms of information sharing, support and membership, and collaboration and partnership; (3) determine the level of micro-entrepreneurs survivability in terms of longevity, innovation, adaptability, and cost leadership; (4) determine the significant relationship between financial literacy and micro-entrepreneurs survivability; (5) determine the significant relationship between

networking strategies and micro-entrepreneurs survivability; and (6) determine the predictors of micro-entrepreneurs' survivability.

Results revealed that micro-entrepreneurs demonstrated a very high level of financial literacy, with financial knowledge and financial behavior both rated very high. Networking strategies were rated high, while information sharing emerged as the most utilized practice, while support and membership and collaboration and partnership also remained high but showed greater variability in participation. Micro-entrepreneurs likewise exhibited a very high level of survivability, with cost leadership obtaining the highest rating and adaptability obtaining the lowest rating among survivability constructs, though still interpreted as very high.

The findings revealed that financial literacy was not significantly related to most survivability dimensions; however, financial knowledge showed a significant relationship with cost leadership, suggesting that disciplined financial practices contribute meaningfully to cost-efficient operations. In addition, networking strategies generally showed no significant relationship with adaptability and cost leadership, but collaboration and partnership were significantly related to longevity and innovation, implying that relational engagement strengthens entrepreneurs' capacity innovate and sustain their business. Regression results further indicated that financial knowledge significantly predicts micro entrepreneurs' survivability, emphasizing the role of financial understanding in supporting sustained business functioning. Therefore, support programs for micro-entrepreneurs may prioritize strengthening practical financial discipline and cost-management routines, alongside creating accessible networking spaces that promote

information exchange and peer-based support to enhance adaptability and long-term viability.

The qualitative study explored the lived experiences of micro-entrepreneurs in Aloran, Misamis Occidental, to understand how financial literacy influences business sustainability in everyday life. This study used a phenomenological research design. Purposive sampling was employed to select 10 micro-entrepreneurs with varied backgrounds in age, gender, educational attainment, and business type. Data were gathered through in-depth interviews using interview guide questions, and analysis followed Moustakas' phenomenological method. The study generated five themes: Embodied Financial Control as Emotional Stability and Resilience; Financially Guided Spatial Management: Organizing Business Spaces for Efficiency and Sustainability; Financial Literacy as a Temporal Anchor: Reflecting on Past Challenges, Navigating Present Operations, and Securing Future Sustainability; Financial Literacy as a Foundation for Trust and Sustainable Relationships; and Financial Tools and Practices as Pillars of Business Sustainability. These themes show that financial literacy is not limited to technical knowledge, but is expressed through emotional regulation, workspace organization, forward-looking decision-making, relationship credibility, and routine use of simple financial tools such as record-keeping, budgeting, and saving.

Based on the combined findings, it is recommended that local government units, cooperatives, and development agencies strengthen financial literacy interventions by emphasizing application-focused learning (e.g., budgeting routines, cost control, cash monitoring, and savings discipline) that fits the realities of micro-entrepreneurs. Programs may also integrate mentoring and peer-learning formats to reinforce financial habits and

sustain consistent practice beyond one-time trainings. In addition, community-based networking platforms can be supported through regular forums that encourage information sharing, collective problem-solving, and accessible support networks, given their relevance to longevity and innovation. Future researchers may examine how these financial and networking capacities interact over longer periods, and may explore additional survivability factors such as access to capital, market linkages, and institutional support to better explain sustained micro-entrepreneur outcomes across varying local contexts.

LEVEL OF MICRO-ENTREPRENEURS FINANCIAL LITERACY

QUESTIONNAIRE

Appendix A

Direction: Read each statement carefully and write a check mark (✓) on the columns that contain your answer. Be guided by the following scale: 4- Strongly Agree, 3- Agree, 2- Disagree, 1- Strongly Disagree.

INDICATORS	RESPONSES			
A. Financial Knowledge	4	3	2	1
1. I understand how to read and interpret my business's financial statements (income statement, balance sheet, cash flow).				
2. I can calculate profit, costs, and margins to make informed business decisions.				
3. I am aware of different financing options for my business (loans, grants, investors, microcredit).				
4. I know how to plan and allocate my business resources efficiently.				
5. I understand the financial risks associated with borrowing or investing in my business.				
6. I am familiar with taxation, fees, and regulatory requirements affecting my business.				
7. I regularly seek advice or guidance for making financial decisions				
8. I believe financial planning is a key factor in business sustainability.				
9. I can evaluate whether an investment or expenditure will be beneficial for my business.				
B. Financial Behavior				
1. I regularly track my business's income and expenses.				
2. I make conscious decisions about saving, borrowing, and investing in my business.				
3. I adjust my spending or operations based on financial insights.				
4. I pay my debts, taxes, and obligations on time.				
5. I use financial tools or software to monitor my business performance.				
6. I monitor liquidity and profitability to ensure the stability of my business.				
7. I review past financial decisions to improve future financial management.				

LEVEL OF MICRO-ENTREPRENEURS NETWORKING STRATEGIES

QUESTIONNAIRE

Appendix B

Direction: Read each statement carefully and write a check mark (✓) on the columns that contain your answer. Be guided by the following scale: 4- Strongly Agree, 3- Agree, 2- Disagree, 1- Strongly Disagree.

INDICATORS	RESPONSES			
A. Information and Knowledge Sharing	4	3	2	1
1. I share business information and best practices with other MSME owners.				
2. I actively seek knowledge and insights from other entrepreneurs.				
3. I participate in forums, workshops, or events to exchange business ideas.				
4. I document and share lessons learned from business operations.				
5. I stay updated with industry trends and share relevant knowledge with my network.				
6. I encourage my staff or partners to share their insights and suggestions.				
B. Support and Membership				
1. I am a member of business associations, trade groups, or cooperatives.				
2. I actively participate in training programs or seminars offered by business networks.				
3. I seek mentorship or guidance from experienced entrepreneurs.				
4. I leverage membership benefits to access resources, markets, or opportunities.				
5. I rely on networks to gain business insights and advice.				
6. I feel that being part of professional networks contributes to my business success.				
C. Collaboration and Partnership				
1. I collaborate with other MSMEs to achieve mutual business goals.				
2. I engage in joint ventures or cooperative projects with other businesses.				
3. I partner with local government units or agencies to support business initiatives.				

4. I develop supplier–buyer linkages to strengthen business operations.				
5. I work with other organizations to access new markets or clients.				
6. I actively explore opportunities for partnerships to enhance competitiveness.				

LEVEL OF MICRO-ENTREPRENEURS SURVIVABILITY QUESTIONNAIRE

Appendix C

Direction: Read each statement carefully and write a check mark (✓) on the columns that contain your answer. Be guided by the following scale: 4- Strongly Agree, 3- Agree, 2- Disagree, 1- Strongly Disagree.

INDICATORS	RESPONSES			
	4	3	2	1
A. Longevity				
1. I have strategies in place to ensure the long-term success of my business.				
2. My enterprise can recover even after experiencing financial difficulties.				
3. I consistently reinvest earnings to sustain and grow the business.				
4. My business can survive even when faced with tough competition.				
5. I regularly update my business practices to adapt to market changes.				
6. I believe my enterprise has a stable customer base for long-term survival.				
7. My business has the capacity to operate even during economic downturns.				
8. My business is likely to continue operating for the next five years.				
B. Innovation				
1. I make changes to my products, services, or work processes based on customer feedback and market demand.				
2. I try alternative ways of solving problems when usual business practices no longer work.				
3. I continuously look for ways to improve operational efficiency.				
4. I implement new ideas to increase competitiveness in the market.				
5. I adopt technology or digital tools to enhance business performance.				
C. Adaptability				
1. I adjust my business strategies in response to changes in the market.				
2. I am flexible in adapting operations to meet new customer demands.				
3. I respond quickly to unforeseen challenges or disruptions.				
4. I modify business practices based on feedback or performance results.				

5. I adopt new methods or approaches to maintain competitiveness.				
6. I continuously learn and apply new skills to improve business operations.				
7. I adjust pricing, marketing, or service strategies to match market changes.				
D. Cost Leadership				
1. I carefully monitor expenses to maintain low overall costs.				
2. I buy materials or supplies from affordable yet reliable sources.				
3. I consistently look for new ways to lower business expenses.				
4. My business focuses on reducing operational costs to stay competitive.				
5. Offering affordable prices helps my business attract more customers.				
6. My ability to keep costs low helps increase profitability.				
7. I avoid unnecessary spending to maintain low operating expenses.				

INTERVIEW PROTOCOL

Appendix D

Introduction

- Introduces self
- Discusses the purpose of the study
- Provides informed consent
- Provides structure of the interview (audio recording and taking notes)
- Asks if they have any questions
- Test audio recording equipment
- Makes participant feel comfortable

A.) Warm-up Questions

1. Can you tell me about your business how it started and how long have you been operating?
2. What motivated you to become a micro-entrepreneur?

B.) Core Questions

3. How did you first learn about managing finances for your business?
4. Can you describe any trainings, workshops, or informal learning experiences that contributed to your financial knowledge?
- 5.) How would you describe your confidence in handling financial matters?

C.) Structural/ Process Questions

6. How do you usually monitor your income and expenses?
7. Can you walk me through how you budget for your business operations?
8. How do you manage savings, credit, or loans for your business?
9. What financial decisions do you often make, and how do you make them?
10. What challenges do you usually encounter in helping your business running?
11. How has your financial knowledge helped you?
12. Can you describe a specific situation where financial literacy made a difference in the survival of the business?

D.) Meaning & Perception

13. What does financial literacy mean to you as a micro-entrepreneur?
14. How do you think your business would be different if you had more/less financial knowledge?
15. How does financial literacy affect your vision/goals for the future of your business?

E.) Exit Questions

16. If you were to summarize your experience, how would you describe the role of financial literacy in sustaining your business?
17. What advice would you give to other micro-entrepreneurs about financial sustainability?
18. Is there anything else would you like to share about your experience that we have not discussed?

INTERVIEW TRANSCRIPTIONS

(Micro-entrepreneurs)

Appendix E

Participant 1: My age is 46, female, married, college graduate, 8 years of experience. In terms of how long I've been operating, I've operating for 8 years. Then my business is about cakes, bread, and pastries. My business started when I entered a bread and pastries workshop for NC2, while my husband is in abroad, and I need additional funds for my children. What motivated me to become a micro-entrepreneur was long before, I always had a passion for cooking and also making snacks. Then I've gone to school in TESDA for Bread and pastries, then I've also gone to school in Cagayan, specifically in Monster Kitchen. There were a few improvements, especially in my knowledge. As a parent, we already know how to manage finances, in terms of business you should learn how to manage your capital so that the business you've started will flourish. In terms of experience, I've learned how to budget finances through motherhood. Then I also have experience as a former brgy. Treasurer from the last term. I'm really confident in my handling of financial matters since I've already had experience in handling money, especially my knowledge before as a brgy. Treasurer. I usually monitor my income and expenses by writing it on my notebook. What I do is from the last income that I have, I will roll the capital and income for the next orders that I will have, or bread and pastries that I will make. I make sure that there is enough capital so that I can buy the ingredients needed. In terms of loans, I don't have any. On my income from my bread and pastries, I make sure that I have money set aside for emergencies and ingredients needed. I separate my own finances from the business finances. I have credit from before when I was starting, especially investing in the oven that I currently have. In my business in bread and pastries, one of the financial decisions that I often make is the budgeting of capital needed for the ingredients for the bread and pastries. I always make sure that there is enough money to buy the ingredients needed. The often challenges that I have in keeping my business running is the flow of customers or clients, for the reason that there are months that have slow or low orders. But there are big flow of orders when the season comes, like Christmas. It has really helped me a lot, especially in running my business. The situation where financial literacy really made a difference is way back when I was starting, because I really need to budget my finances because of the loan that I have for the oven that I've bought. For me, financial literacy means that you know how to budget and save. Well If have less knowledge in financial matters, the business will be bankrupt for the reason that I can't control my outflow of money, and I will never survive as a bread and pastry entrepreneur. Financial literacy affected my goal for the future of my business because I have plans to invest more in equipment and knowledge. If I were to summarize my experience, I could describe the role of financial literacy as a pillar of sustaining my business. Because without it, I will already be bankrupt. My Advice would be never spend more what you can afford. You should not waste money because when the time comes, the business will really ask for money. I guess that was all.

Participant 2: My Age is 65, female, a widow, a high school graduate, and 7 years of experience in handling business. My business is a variety store, I have been operating for 7 years. Well, my business started because of my now deceased husband he really wanted to make a business. what motivated me to become a micro-entrepreneur was because of my late husband. I have first learned about managing finances in business long before, because I have experienced managing businesses. Before, I have sold snacks. That's why I know how to manage the finances in business. I don't have really any training or workshops, what I really have are just informal experiences. You should really cling to the money for the business, and I'm really confident in my confidence in handling financial matters in my business. I'm really keen on writing or monitoring my income and expenses. If I have a budget today, I will immediately buy the stocks needed for my business. I have only a small income, but I make sure that I save, I don't have loans. The often financial decisions I make is about looking for capital and investing it in the business. I usually make them by making sure I have enough savings and also capital to invest in the business to buy stocks. The often challenge that I usually encounter is the capital and slow inflow of clients and customers. Financial knowledge really helped me a lot in keeping my business running. The knowledge that I have gained kept me away from bankruptcy. Way back before we almost shut down, but thanks God we know how to be frugal and that really saved us from shutting down. You should really save in order for you to roll the income of your business. For me financial literacy means knowing how to handle finances for the reason that if you can't handle money you can't roll your income. If I had small knowledge in financial literacy I really think we wouldn't survive. Well it really affected my goals because I want my business to last longer. the role of financial literacy in my business is one of the pillars why we're still here and surviving. It really depends on them on how they really handle finances, and they should really not keep on spending because what more they can roll. I Think that's all.

Participant 3: My age is 50, married, college graduate, 8 years experience. My business is a variety store, 8 years in operation, and it started because I wanted to break free from my day job. Because I really want it, I tried it, then I really liked it, so I proceeded with it. its from my knowledge, I don't have any training, only my experience in the business. What I have gained in income from the business. That is the only thing I roll. I started small and looked for what people really want until it got bigger and bigger. I'm really confident in myself handling financial matters, because I don't impulse buy, I only buy what is really needed. What are those really needed are those being prioritized. I only monitor my income and expenses in writing. A week before a supplier comes or visit I make sure that the capital and income before will be prepared. In order for me to roll the money. I don't really have loans, only savings. But my savings are usually used to buy new stocks. What I usually I make financial decisions is buying of stocks in the business. A week before, I make plans for what to buy in the panels. And I really make sure that there is money still available for possible new stocks or a new variety of products. The usual challenge that I really encounter is utang (Debt) from my customers, that's why I limit it, because the income I have gained is the only thing I will roll. it really helped me a lot because if you were to impulse buy (Waldas og kwarta) the business will not grow because you will lose the income that you will roll. You should prioritize what things that are always out of stock because that are usually the most demanded goods, especially daily needs. If there are extra

that is the only time I buy new products. But for me, I only buy based on the demand, if there are people who are really asking, that is the time I will list it, that is the product people are really trying to find, and that is the time I look for a budget. Well, for me, it is really bad that if there are people who would like to borrow money from you, and they will not keep their promise. Because the money is really intended for the suppliers, if there is no money, I can't really buy my supplies. I'm not really good at handling money, but for me it is being wise. Before you decide, you should really think about it really hard if there is a point of where the money is going so that you can buy other stocks. You should never spend all and keep some for emergencies. Because if there are special offers offered by Panels (Suppliers on wheels) specially if it is only limited. At least you can get the offer that is being offered. Bankrupt if there is less. It really affected my vision and goals for the future because I can see the progress. Financial literacy is really one of the pillars of business because it's really hard if that is not one of the pillars. For the reason that your business will not be sustainable. Business without money is hard, the process in business is cyclical. It's important that there is money so that you can maintain your products and their operations. You should really know what you are selling, because then you can monitor your money. The money that is intended for the business, you should never take it as personal. You should separate it because it's hard. Especially if you are a person who likes beauty products, you can think that you can take some money out of the business. Because if you take small amounts of money in the business, you will think that there is still more. So you should really separate the finances. Business money is for business money, your personal money is your personal money. You should have really good relationship with your suppliers, because suppliers will give you discounts and it contributes to a big savings, and you should also know how to treat your customers so that they will return.

Participant 4: My age is 44, single, college graduate, helping mom since elementary. My business is a vegetable stand/variety store. It started with my mom, who started this business. I've just inherited this business. We've been operating for 42 years already. In order to grow the business so it doesn't go away. Well, it first started when we assisted our mom, then it helped us buy our food, and we learned how to save, and then we started our own. We also trained in DTI, and the informal learning experiences are when we assist our mom. We are also part of a micro-entrepreneur organization. I'm very confident in handling financial matters in my business. I monitor my income and expenses by writing in my notebook every day. I usually base my budget on how much capital I have and the things I need. When I have a profit, I usually save it immediately and put it in the bank, this is an everyday process. In terms of loans, I don't have any loans. The financial decisions I often make is usually what I only need in the business, usually stocks for the store. The challenges that I usually encounter in the business are the foot traffic, because there are times when there is a slow inflow of customers, which is sometimes seasonal. It really helped me a lot, especially in budgeting. You should never impulse buy, you should always think that you must profit, and you can roll your money. We always helped our mom because whatever happens, we help each other. As time passed by, the only person who invested capital was us. Financial literacy helped us in our business, and it also helped us build a house, helped us get educated in college, and also send our nephew to college. For me, financial literacy means that you should be frugal. You should not spend exceed

in your income. You should budget. It is better if I have more financial knowledge so I can maximize my knowledge and know where I am lacking. Yes, so much. Because you can buy anything. Just like now, we've just withdrawn our savings, and we bought a rice field. Financial Literacy is the number one role or foundation in sustaining my business. You should really be good at managing your business. You should never take out a loan. Because your profit might just be enough to pay off the loan. If you can't really afford the loan, just don't loan at all. We also have a loan before, but not like the loan that comes in every day (5/6 na utang). I think that was all.

Participant 5: My age is 33, Male, Single, and a college graduate. Our business is a variety store it started with my parents, especially with my father. It's been operating for 17 years. What motivated me to be an entrepreneur is profit. All of the knowledge I know in handling business came from my parents. Based on experience all of their knowledge was shared to me. Only informal experiences coming from my parents. Not totally confident since I'm still in the learning stage of how to better manage the expenses. All income and expenses must be recorded. I record it in my notebook in order to monitor if I'm losing or gaining. Well, I budget my business based on the capital, and also if there are stocks needed in the store. If there are stocks missing, I always make sure I have money to buy stocks. I usually pay my credit and loans on time, sometimes earlier. So that I can gain the trust of my suppliers. The usual financial decision I often make is buying stocks. I always prepare money in order if the supplier comes, I always have the money to buy stocks. The usual challenges that I encounter are the surplus of stocks. Because sometimes there are stocks that are hard to move, and they have expiration dates. Financial literacy really helped me a lot, even though I'm still on the learning stage. It helped me manage our business that my parents entrusted me. There was a time when a stock of mine didn't move, and it expired. I really shouldered the cost of that stock. And I have to decide lessen the expenses, financial literacy helped me a lot at that time in terms of budgeting. For me, financial literacy means how to handle money. In General how to manage your income. Well, if you were to join the business. You should have adequate knowledge on how to manage business, especially your finances. Because if you don't have adequate knowledge, your business won't grow. yes, it really affected my vision/goals for the future because I can see the progress. You should know how to manage finances, as it is one of the foundations in business. One of my pieces of advice to other business owners is that you should always track your expenses, income, and pay your bills on time. Income should be greater than expenses. Nothing more.

Participant 6: My age is 68, female, married, and a high school dropout. My business is a sari-sari store, it started because my husband retired as a tailor, and my children already finished their studies. I've been operating for 11 years. What motivated me to become a micro-entrepreneur is to have money to spend on the studies of my children. I only learn about managing finances from my experiences. I'm only a second-year high schooler, but my husband graduated from high school. I don't really have any training or workshops, what I only have are experiences. I'm really confident in handling financial matters. We always save money for our children's education before. I usually monitor my income and expenses by writing them in my notebook. I usually budget the money for the business based on what I can roll on my income. I also will not boast, but I am one of the early stores in this area. Some people say that we are already rich because we have a lot of coconut

trees. But they didn't see that we worked hard for it. If there is income, I save it immediately, or I will roll it. I have also deposited in pag-laum, which consists of 1 million. It only came from the store. We always save for the future. The most common financial decision I make is if there are orders, I personally buy the stocks. If there are no stocks in the store, I make sure I have the money to buy stocks. 3 days before buying, I always prepare the money needed. The usual challenges that I really encounter are people borrowing and not paying. Some of the debtors are dead, they didn't pay their obligations. I'm not really keen on pursuing them, I always wait for them to pay up. It really helped me a lot because I don't have any other source of income. It is better to have financial literacy because it can help in hard times. There was a time I was robbed, but because I have financial literacy, I've survived that situation. For me, financial literacy means that you know how to handle finances, because we need money to survive. Personally, I have less knowledge for the reason that I'm not educated. But I really know how to budget. But if I were to have lesser knowledge, my business would not grow because I don't know how to manage finances. Correct! It really affected my vision/goals because I saw progress. It is one of the foundations. My advice to other entrepreneurs is that they should really budget their money. They should continue and persevere. If you start a business, you should persevere. Nothing more.

Participant 7: My age is 56, male, high school graduate. My business is about tailoring, it started long ago when I decided to have a business, I've been operating for 11 years. I've decided to become a micro-entrepreneur because I already have experience in tailoring, and I really want to have my own. Because it's really hard to have a boss. I learned about managing finances in my business through my experience. I also have experience before in managing a business through my uncles tailoring business. I really don't have any training or workshops. I've learned through my experience. I'm not really confident in handling financial matters cause I usually spend. I don't really monitor my income and expenses, I only eyeball them. I only budget in the business based on orders because they have to give 50 percent down, and I use that to purchase materials needed in the business. I don't specifically have any savings, loans, or credit. The usual financial decision I often make is the purchase of cloth. I make sure that the materials are just enough. Because if I don't make sure of it, I will have to shoulder the extra expense. The usual challenge is that sometimes there are no customers, based on my experience, and also mistakes. Because if I make mistakes, I shoulder the cost. Yes, it really helped me. Because it refrains me from making mistakes and shouldering extra cost. Before I made a lot of mistakes in terms of purchasing cloth and I really shouldered the cost of those mistakes, and it really made me realize that I need to know how to manage my finances because if you don't know how to budget your gonna fail. for me, financial literacy means that you should know how to budget your money. It is better to have more financial knowledge in order for the business to survive and grow. Yes, it affected my vision/goals, because I want my business to last long. it really one of the foundations in business. They should learn to be frugal, because if you are not frugal your will fail. There's nothing more.

Participant 8: My age is 66, female, single, a college graduate, and have been operating for 15 years. business is a restaurant inside the cock fighting arena. It started because my boss, before Nang Annie gave the business to me, her employee before can't really remit the

money to her. That said, she gave the business to me, and I also rented to her. I've been operating for 15 years. Well, I can see that I have profit. I learn how to manage finances because I had a business before in jewelry. I don't really have any training or workshop, What I have is experience. I'm really confident, if you have profit, you should save it. what will you spend if you don't have any capital. I usually write in order to monitor my income and expenses. If there are expenses today, I always write them, including the salaries of my employees. I only budget what is really needed. I also anticipate if there are any events. If there are big events, I usually budget 15 thousand for my capital. But if there are no events and it's just a simple day I usually budget around 5 thousand. I don't have any loans, in terms of savings, if there are profit I saved it in the cooperative because they have a big interest rate. The usual financial decision I have to make is preparing the capital in order to buy ingredients. If my employee told me that there are no candies or there are no stocks left, I would buy them immediately, and I would only buy what is really needed. Sometimes I have leftovers because sometimes my employees don't know how to sell. But some of the viands can be recycled. Yes, it really helped me a lot because you can buy whatever you want. Yes, there was a time I really needed capital, and you should really know how to budget. You should be practical. It is really better to have more knowledge in order for the business to grow, if you have less, then I will be bankrupt. Yes, my vision is for my business to survive and help me in my needs in my life. it one of the foundations of business. If you really want to invest, you should have a plan. And make the investment and plan clear so that you can't be scammed. There's nothing more

Participant 9: My age is 36, male, married, a college graduate, and have been operating for 8 years. My business is a variety store. It started when I got home from Taiwan. I'm a former OFW. I've been operating for 8 years. I'm an OFW before, which motivated me to become an entrepreneur. Because I think every OFW wants to have a business when they come home. I learn managing finances for my business through experience, and you should not spend more than you can earn. It's only through my experience because my mother was a businesswoman before. I'm not totally confident, because unlike others, they have big businesses. I monitor my income and expenses through writing. Because in business, you should prepare stocks. It really depends on the income I get every day. I don't have any loans, but every time I get a profit, I invest it directly. I don't save it entirely. What often financial decision I make is only the buying of stock and I make sure I prepare enough money to buy stocks. The usual challenges I really encounter is competition. We can't really reprimand them for copying our business. It really helped me a lot, especially when I'm buying stock for my business. Yes, of course! It really helped me a lot, especially when transacting with customers. Some customers are overly risk-averse (Sigurista). They almost ask to get my products for free, usually by asking for discounts. They didn't know that it's expensive to get stocks nowadays. Financial literacy for me is knowing how to really budget your finances. If I were to have more financial knowledge, my business would really grow. Yes, it really affected my vision/goals because. If I were to really describe the role of financial literacy, it is really one of the foundations. The advice that I would really give to other entrepreneur they should be frugal. They should not impulse buy. Because if you can't control your money, you will be bankrupt. there's nothing else.

Participant 10: My age is 58, female, married, a high school graduate, and with 5 years of experience. My business is agrivet supply. I started because I want to have my own business. I've been in business for 5 years. Profit is the motivation that I've become an entrepreneur in order to make money. I really learned through my experience in managing my finances for the business. It is only through my experience. I'm not totally confident in handling financial matters. I usually write my income and expenses in my business. I usually budget based on what is really needed for my business. I always look for capital to buy stocks for my business. I always set aside some for savings, but I don't have any loans. In terms of financial decision what I often make decision is the buying of stocks. The usual challenge that I've undertaken is people who have debt to me but don't take on their promise to pay. Yes, it really helped me a lot. Yes, especially the savings. You should never be impulsive when buying things, and you should plan. You should never spend more than your income. For me, it's one of the foundations. Because if you don't know how to manage your money, you will not have enough capital. You're just wasting your money. You need to spend only on the things that are most important. If I had less financial knowledge, I will not be here my business would be bankrupt. Yes, it affected my vision/goals because I can see progress in my business. Well, it's one of the foundation in business. for me, my advice to the other entrepreneurs is that they should learn how to save and be frugal, never spend more than they can earn. there's nothing else.

INFORMED CONSENT FORM
(PORMA SA NASABTAN NGA PAGTUGOT)

Appendix F

Name of the Researcher/Investigator

(Nagtuon): Roelson Micarandayo Lood

Course: Doctor in Management

College: Misamis University

Email / Contact Number: Irishon2313@Gmail.com

Thesis Title: "MICRO ENTREPRENEURS FINANCIAL LITERACY, NETWORKING STRATEGIES AND SURVIVABILITY"

PART I. INFORMATION SHEET	
Introduction (Pasiuna)	Good day! I am <u>Roelson M. Lood</u>, the principal researcher/investigator of the study entitled "MICRO ENTREPRENEURS FINANCIAL LITERACY, NETWORKING STRATEGIES, AND SURVIVABILITY." I am a graduate student under the program <u>Doctor in Management</u> at Misamis University in Ozamiz City. I am to conduct the research with _____ as participant. In this vein, I am respectfully seeking your voluntary participation, being qualified to give your informed consent to take part in this study. Before you decide whether to participate or not in this study, please read the succeeding information about the study and feel free to ask questions anytime should there be anything you do not understand or want to clarify. If you agree to answer the interview, you will be asked to affix your name and signature on this form for which you will be given a copy. <i>(Maayong adlaw! Ako si <u>Roelson M. Lood</u>, ang nagpahigayon sa pagtuon kabahin sa "MICRO ENTREPRENEURS FINANCIAL LITERACY, NETWORKING STRATEGIES, AND SURVIVABILITY." Ako usa ka estudyante sa <u>Doctor in Management</u> sa <u>Misamis University, Ozamiz City</u>. Ako nagapili kanimo isip participant nga maoy mutubag sa gikinahanglang impormasyon niining gihimong pagtuon. Ako matinahurong naghangyo sa inyong bulontaryo nga pag-apil niini nga pagtuon. Gikinahanglan nga ikaw naa sa saktong edad ug naay kakayahan nga mohatag sa pagtugot aron makaapil niini nga pagtuon. Sa dili pa ka mohukom sa pag-apil niini nga interview, palihug sa pagbasa sa mga impormasyon sa ubos ug gawasnon ka nga makapangutana kon adunay wala nimo nasabtan o gusto nimong iklaro. Kung motugot ka sa pagahimoon nga interview, papirmahon ka niini nga porma ug tagaan usab ka ug imong kaugalingong kopya.</i>

Purpose (<i>Katuyoan</i>)	The purpose of this study is to examine how the financial knowledge of micro business owners, along with the relationships they build, affects the sustainability of their ventures in Misamis Occidental. It focuses on how budgeting, cash handling, and everyday financial choices connect with access to support and trusted networks. Many rural firms struggle not only with low sales but also with limited financial guidance and few reliable contacts. By considering both financial skills and relationships together, this study seeks to understand how these factors influence the survival of micro enterprises in resource-limited rural settings. . This research offers useful insights for micro entrepreneurs, policymakers, and institutions aiming to strengthen rural economies. The findings can help business owners improve financial management, collaboration, and resilience. Policymakers may also use the results to design training and financial inclusion programs suited to rural conditions. Beyond practical benefits, the research adds to the understanding of microenterprise resilience and its role in inclusive growth, supporting the development of more adaptive enterprises that can endure uncertainty. <i>(Ang katuyuan niini nga pagtuon mao ang pag examinar kung unsa ang epekto sa kajibalo sa pag kubot sa kwarta, og pag konektar sa ubang tawo sa pag sustenar og dugay sa ilaang negosyo. Kini nga pagtuon makahatag og maayo nga pag tulun an para sa mga negosyante, mang babatas, og skwelahan para sa ekonomiya nga rural. Ang kagawsanan sa maong pag tolun-an maka tabang sa mga negosyabte para ma improbar ilaang kahiablo sa pag manage sa kwarta. Magamit sad sa mga mang babatas ang maong kahi gawason aneng pag tulun-an para maka desinyo og mga training og programa para sa rural comunidad.)</i>
Type of Research Intervention (<i>Matang sa Interbensyon sa Pagtuon</i>)	This study will be conducted through interviews. The gathering of data will be conducted in person. <i>(Kining pagtuon pagabuhaton pinaagi sa interview. Personal ang pagkuha sa datos.)</i>
Selection of Participants (<i>Pagpili sa mga Partisipant</i>)	The selection of the participants is based on the following inclusion criteria:1.) Must be 5 years expert in their business, and 2.) has given consent. <i>(Ang mga partisipante niini nga pagtuon mao ang indibidwal nga naga-angkon sa mosunod: 1.) Lima ka tuig nga experto og kasalukuyan nay Negosyo, 2.) Nag hatag sa iyaang consenter nga mo apil aneng pag tulun-an)</i>

Voluntary Participation (<i>Boluntaryo nga Partisipasyon</i>)	Your participation has to be voluntary and will not affect your situation or status in any way, including your relationship with the researcher. You are free to decide if you will take part or not. If you decide to participate, you are free not to answer any questions that you do not prefer to answer. <i>(Boluntaryo ang imong pag-apil ug kini dili makaapekto sa imong sitwasyon o estado apil na imong relasyon sa nagtuon. Gawasnon ka nga modesisyon kung kung moapil ka niini nga pagtoon o dili. Kung modesisyon ka nga moapil, gawasnon ka nga dili motubag sa bisan asa nga pangutana nga dili nimo gusto nga tubagon.)</i>
Procedure (<i>Pamaagi</i>)	The participants will be given ample time when to undertake the interview. The interviews will be undertaken once or several times when necessary. The researcher will transcribe the interviews to be used for the analysis of the data. The information and data provided by you as a participant will be utilized for this study alone and will be treated with the utmost confidentiality. <i>(Ang mga partisipante pagahatagan og igong panahon sa pag-apil sa interview. Ang interview pwedeng himoon kausa nga higayon o sa makadaghan depende sa panginanghalanon. Isulat sa nagtuon ang interviews para sa pag-analisa sa datos. Ang mga impormasyon ug datos nga nakuha gikan kanimo isip ka partisipante gamiton lamang niining research og hatagan og tumang pag-amping nga dili mabutyag.)</i>
Duration (<i>Gidugayon</i>)	The gathering of data through the interview will last for 45 minutes to 1 hour. <i>(Ang pagkuha sa datos pinaagi sa interview mokabat ngadto sa 45 minoto to 1 ka oras.)</i>
Risks and Discomforts (<i>Risgo ug Kahasol</i>)	The respondents will be protected from physical, social, or economic risks. In case the items in the survey instrument are too personal and make you feel uncomfortable, you may decline to answer any or all questions and may terminate your involvement at any time you choose. <i>(Ang mga partisipante ginaprotektahan sa pisikal, sosyal o ekonomikanhong risgo. Kung pananglitan adunay mga pangutana nga personal ra kaayo o kung dili ka komportable, mamahimong dili ka motubag o mobalibad sa pagtubag sa bisan asa o sa tanang mga pangutana ug moatras sa pag-apil sa bisan unsang panahon nga imong gusto.)</i>
Benefits (<i>Kaayohan</i>)	This study will enable you to shed light or provide understanding about the relationship of financial literacy, networking strategies to the

	survivability of micro entrepreneurs. Thus, your responses shall be highly valued being deemed important in the field of Doctor in Management. <i>(Kini nga pagtuon makapahimo kanimo paghatag og katin-awan o pagpasabot kabahin sa relasyon sa kabalo sa pag kubot og kwarta og pag konektar sa tawo sa pag sustenar sa negosyo. Ang imong mga tubag hatagan og dakong bili nga giisip nga importante sa linya sa Doctor in Management.)</i>
Reimbursements (Hulip nga bayad)	There will be no monetary expenses or costs on your part as a respondent, nor any monetary compensation for your participation in this study. However, personal protective equipment (PPE) like face masks, alcohol and face shields may be provided during the gathering of the research data. <i>(Wala kay magasto sa imong pag-apil niini nga pagtuon ug dili usab ka bayaran ug kwarta sa imong pag-apil niini nga pagtuon. Apan adunay nga personal protective equipment (PPE) sama sa face masks, alcohol ug face shields nga pwede nga mahatag sa panahon sa pagkuha sa mga datos)</i>
Confidentiality of Data (Pag-amping sa Datos)	Only the researcher will have access to the information and responses of the participants. The personal identifying information of the participants will only be used for research analysis and will be treated with the utmost confidentiality. During the study, all data will be kept in a locked, secure filing cabinet, of which will be discarded 6 months after the publication of the results. <i>(Ang nagtuon lamang ang makakita sa mga impormasyon ug tubag sa respondents. Ang mga datos nga makuha i-analisa ug hatagan og tumang pag-amping aron dili ibutyag. Sa panahon sa pagtuon, ipahimutang sa usa ka selyadong filing cabinet ang tanang datos nga pagagub-on human sa 6 kabulan gikan sa pag-publish sa resulta.)</i>
Sharing of Findings (Pagpaambit sa Nakaplagan)	The results of this study will be presented during the thesis/dissertation final defense of the researcher. Also, the research findings may be shared through publications and conferences with the assurance that the identities of the respondents will remain confidential. A printed copy of the completed study will be provided to the participants. <i>(Ang mga resulta niini nga pagtuon ipresenta sa panahon sa final defense sa thesis/ dissertation sa nagtuon. Ang mga nakaplagan sa pagtuon posible nga ipaambit pinaagi sa mga publications ug conferences nga adunay kapanigurohan nga dili mabutyag ang pagkatawo sa mga partisipante. Pagahatagan og isa ka giimprinta nga kopya sa kumpleto nga pagtuon ang mga partisipante.)</i>

Rights to Refuse or Withdraw (<i>Katungod sa Pagpalibabad o Pag-undang</i>)	You are free to withdraw or terminate participation at any stage of the study, without the need to give any reason. You will not be penalized in case of termination of participation. (<i>Gawasnon ka nga moatras or moundang sa pag-apil sa bisan asa nga punto sa pagtuon nga dili na magkinahanglan pa ug rason. Dili ka ipamulta sa pag-atras o pag-undang.</i>)
Who to Contact (Kinsa ang Kontakon)	Should there be any queries as a parent, you can contact the researcher through the following details: (<i>Kung adunay mga pangutana, mamhimo nga mokontak pinaagi aning mga detalye:</i>) Name of the Researcher (Ngalan sa Nagtuon): <u>Roelson M. Lood</u> Cellphone Number/s: <u>09488188277</u> e-mail add: <u>Roelsonlood123@gmail.com</u> STATEMENT BY THE RESEARCHER (PAGPADAYAG SA NAGTUON) I will read the Information sheet to the potential participant. With the best of my ability, I make sure that the participant will understand the interview questions and that possible follow-up interviews may be undertaken. (<i>Akong pagabasahon ang mga nasulat niining Information Sheet ngadto sa potensyal nga partisipante. Kutob sa akong mahimo siguroon nako nga masabtan sa partisipante ang mga pangutana sa interview ug ang possible nga follow-up nga interviews.</i>) I can assure that the participant will be given an opportunity to ask questions about the study, and all the questions raised will be answered fully. I can likewise assure that the participant will not be coerced into giving consent that must be free and voluntary. (<i>Gisiguro ko nga ang partisipante mahatagan og panahon sa pagpangutana kabahin niining pagtuon og ang tanang pangutana nga iyang gihatag matubag sa hingpit. Siguroon ko usab ang maong partisipante dili mapugos sa paghatag sa pagtugot nga kinahanglan nga gawasnon og boluntaryo.</i>) A copy of this Informed Consent Form will be provided to the participant. (<i>Ang kopya sa niining Informed Consent Form ihatag ngadto sa respondent.</i>)

	Print Name of Researcher (Ngalan sa Nagtuon): <u>Roelson Micarandayo Lood</u>
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PART II. CERTIFICATE OF CONSENT

This research entitled “MICRO ENTREPRENEURS FINANCIAL LITERACY, NETWORKING STRATEGIES, AND SURVIVABILITY”

” by Roelson M. Lood with the aim of gathering information and data pertaining to Financial literacy, Networking Strategies, and Micro entrepreneurs survivability, has been presented and explained to me clearly. Since the study involves Micro Entrepreneurs, I am chosen as one of the participants.

(Kini nga pagtuon gititulohan, “MICRO ENTREPRENEURS FINANCIAL LITERACY, NETWORKING STRATEGIES, AND SURVIVABILITY” ni Roelson M. Lood, nga adunay tumong sa pagkuha og impormasyon ug datos kabahin sa kahibalo sa pag kubot og kwarta, pakig konektar sa uban tawo, og survivabilidad sa mga gagmay na negosyante gipresenta ug gipasabot og klaro kanako. Tungod kay ang pagtuon kay kabahin sa Gagmayng Negosyante, ako napilian isip usa sa mga partisipante.

I have read the foregoing Informed Consent Form, or it has been read to me. I had the opportunity to ask questions, which were subsequently answered fully. I consent voluntarily to be a participant of this study.

(Akong nabasa ang nauna nga Informed Consent Form, o gibasa kini kanako. Natagaan ako og higayon nga makapangutana nga natubag sa hingpit. Ako mosugot nga boluntaryo nga mahimong participant sa niining pagtuon.)

Print Name of Participant (Ngalan sa Partisipante): _____

Signature of Participant (Pirma sa Partisipante): _____

Date: [MM/DD/YYYY]_____

If Illiterate (Kung dili makasulat ug makabasa)

If the respondent is illiterate, a witness who is literate will sign. The respondent will choose him/ her and who is without connection with the researcher or the research group to attest this undertaking. The respondent will affix his thumb print.

[Kung ang participant kay dili makabasa o makasulat, mopirma ang usa ka makabasa ug makasulat nga testigo. Ang respondent ang mopili kaniya nga walay koneksyon sa nagtuon o sa iyang grupo para mopamatuod sa gimbuhaton. Ang respondent mobutang sa iyang tamlá (thumb print)].

Name and Signature of the Witness
(Ngalan ug Pirma sa Testigo)

Thumb mark

CURRICULUM VITAE

PERSONAL DATA

Name : Roelson M. Lood

Age : 27 y/o

Birthdate : February 16, 1999

Civil Status : Single

Religion : UCCP

Home Address : P-1, Dalisay, Aloran, Misamis Occidental

Parents : Mr. and Mrs. Roel L. Lood / Alanie M. Lood

Spouse : N/A

Child : N/A



EDUCATION

Graduate : Master in Business Administration
Misamis University, Ozamiz City
July 2024

College : Bachelor of Science in Business Administration (BSBA)
Major in Marketing Management
Stella Maris College
Oroquieta City
May 2022

Secondary : St. Matthew's High School
Aloran, Misamis Occidental
March 2018

Elementary : Aloran Central Elementary School
Aloran, Misamis Occidental
March 2012

WORK EXPERIENCE

August 2023 - Present : Part-Time Instructor

Southern Capital Colleges
Oroquieta City

August 2022 - August 2023 : Job – Order Employee (DOLE)
Local Government Unit of Aloran
Dalisay, Aloran, Misamis Occidental

TRAININGS AND SEMINARS

October 12-13, 2023 : 3rd International Conference on Biodiversity
and Climate Change 2023 (IConBaCC
2023)
Misamis University, Ozamis City

August 23-25, 2022 : Training on the Handbook of Financial
Transactions of the Sangguniang Kabataan
Commission on Audit (Ozamis City)
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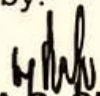
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