

**ENTREPRENEURIAL ORIENTATION, SOCIAL  
EMBEDDEDNESS AND NON FINANCIAL  
PERFORMANCE AMONG MALAYSIAN INDIAN  
ETHNIC ENTREPRENEUR IN SELANGOR  
KLANG VALLEY, MALAYSIA.**

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**By**

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**Dissertation Submitted to  
Othman Yeop Abdullah Graduate School of Business,  
Universiti Utara Malaysia,  
In Fulfillment of the Requirement for the Master Degree**

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## **ABSRTACT**

Entrepreneurial orientation (EO) of Malaysian Indian ethnic entrepreneurs and its antecedents and consequences are under-researched. The purpose of present study is to investigate the influence of social embeddedness namely family ties, co-ethnic networks, and mainstream networks on entrepreneurial orientation. The study also examines the non financial performance as consequence of entrepreneurial orientation among Malaysian Indian ethnic entrepreneurs. The data were collected from Malaysian Indian ethnic entrepreneurs in the Selangor, Klang valley, Malaysia. There are 129 questionnaires were used to analyze the data. Results indicate that positive and significant relationship was found between family ties, co-ethnic networks and entrepreneurial orientation. Then, there was no significant relationship between mainstream networks and entrepreneurial orientation. The study also revealed that entrepreneurial orientation has a positive significant influence upon entrepreneur's non financial performance. Theoretical and practical implication of the study as well as suggestions for future research was discussed.

**Keywords:** Entrepreneurial orientation, social embeddedness, Indian entrepreneurs, non financial performance.

## **ABSTRAK**

Orientasi keusahawanan (EO) usahawan Malaysia Indian etnik dan latar belakang dan kesan-kesan yang diteliti di bawah. Tujuan kajian ini adalah untuk mengetahui pengaruh sosial embeddedness yaitu ikatan keluarga, rangkaian bersama etnik, dan jaringan utama orientasi keusahawanan. Kajian ini juga mengkaji prestasi bukan kewangan akibat orientasi keusahawanan di kalangan usahawan India etnik Malaysia. Data yang dikumpulkan dari usahawan kaum India Malaysia di lembah Selangor, Klang, Malaysia. Terdapat 129 soal selidik telah digunakan untuk menganalisis data. Keputusan menunjukkan bahawa hubungan yang positif dan signifikan antara hubungan keluarga, rangkaian bersama etnik dan orientasi keusahawanan. Kemudian, tidak ada hubungan yang signifikan antara rangkaian utama dan orientasi keusahawanan. Kajian itu juga mendedahkan bahawa orientasi keusahawanan mempunyai pengaruh yang positif kepada prestasi bukan kewangan pengusaha. Implikasi teori dan praktikal kajian ini serta cadangan untuk kajian masa hadapan dibincangkan.

Kata kunci: Orientasi Keusahawanan, sosial embeddedness, usahawan India, prestasi bukan kewangan.

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## **DEDICATION**

To my parents, M Subramanian and M Sakunthala and my sister and brother Muganesvari and Tanakanis. To my grandmother and grandfather Saraswathy and Muninady.

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## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.0 Introduction**

The purpose of this chapter is to provide an overview of the study. This chapter begins with the background of the study. This is followed by the problem statement, research objective, and research questions. It also highlights the significance of the study and ends with the organisation of the chapter.

#### **1.1 Background of the Study**

Entrepreneurship defined as creating, modifying and creating different deliberations to come up with another combination in executing indicated or particular related exercises. Schumpeter (1934) has depicted entrepreneurship as an issue that works and actualizes a combination of new exercises, for example, item advancement, advertising, and assets for crude materials, assembling methodology, and new hierarchical structure. In line with this, according to Robert D. Hisrich (in Taxgloss, 2005) the entrepreneur must be a “visionary leader”. Who in addition, has the capability to analyze all the conditions which would touch the future procedures, which identifies the path to survey in order to get the success. Finally, who is regarded every detail of his or her venture.

Entrepreneurship discipline continues to grow and attract the interest of different sectors of society. It gained attention in the various disciplines, namely

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