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

VALARMATHI M SUBRAMANIAM

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

By

VALARMATHI M SUBRAMANIAM

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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


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 significant 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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