FACTORS INFLUENCING WOMEN ENTREPRENEURS BUSINESS SUCCESS OF SMEs IN MALAYSIA

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ABSTRACT

Small and Medium Enterprise (SME) plays an important role in the economic development of the country. There are an increasing number of women entrepreneurs involved in this sector nowadays. Hence, this paper presents findings of a research study design to investigate the factors that influence women entrepreneurs’ business success of SMEs in Malaysia. This research focuses on six variables that contribute to the business success namely; financial capital, motivation and goal, social networking, government support, improvisation and adoption of information and communication technology. Questionnaire was used as a method of data collection in this research and has been distributed to 150 women entrepreneurs in Malaysia. Multiple Regression analysis was used to analyze the research hypothesis. Multiple Regression analysis showed that collectively all factors have a positive influence on women business success. However, if it indicates individually, motivation and goal and government support factors have no significance influence to women business success. The findings of this study could contribute both theorists and managerial practitioners.
ABSTRAK

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In the Name of Allah, the Most Forgiving, Most Merciful

All praise and gratitude be given to Allah, Lord of the Lords, for giving me such a great strength, patience, courage, and ability to complete this study. The completion of this study would not have been possible without the contribution of a number of people that help and guide me to complete this research.

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Last but not lease, I hope this research will be of assistance of someone in the future despite this is the fundamental tool necessary for academic work. May Allah blessing be upon the readers for this research.
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USAHANITA = Association of Bumiputera Women Entrepreneurs
WAO = Women’s Aid Organisation
WEA = National Women Entrepreneur Award
WIM = Women Institute of Management
WSME = Women SME Association of Malaysia
CHAPTER 1

INTRODUCTION

This chapter addresses the introductory part of the research. It basically includes background of the study, statement of the problem, research question, research objectives, significance of the study, research scope, and the limitation of the study.

1.1 Background of the Study

Women constitute a large part of the population of Malaysia (Rozzy, 2009). Great contribution of women to national development has long been recognized. As a wife, mother and children, they are a key pillar in shaping Malaysia generation of more effective and efficient and progressive in future. Women entrepreneurs have contributed significantly to the economic development of the country, both in the jobs created and in the generation of revenue. Even though there is no data about the number of women participation in SMEs, but in the past few decades’s women's involvement in small business increased significantly. In fact, there are many women entrepreneurs are increasing in Malaysia (Teoh and Chong, 2008).

Moreover according to Isa and Jusoff (2009), women entrepreneurs play as important role in promoting economic development in Malaysia, as well as help emphasizing employment opportunities. Research has shown the importance of women entrepreneurship has contributed to the overall economic development of the country (Allen, Langowitz, & Minniti, 2007). Although entrepreneurship scholars agree that age,
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