

The copyright © of this thesis belongs to its rightful author and/or other copyright owner. Copies can be accessed and downloaded for non-commercial or learning purposes without any charge and permission. The thesis cannot be reproduced or quoted as a whole without the permission from its rightful owner. No alteration or changes in format is allowed without permission from its rightful owner.



**ENTREPRENEURIAL OPPORTUNITY RECOGNITION AMONG  
BUMIPUTERA SMEs ENTREPRENEURS IN MALAYSIA: THE  
INFLUENTIAL FACTORS OF SOCIAL NETWORK, ENTREPRENEURIAL  
ALERTNESS AND CREATIVITY**



**UUM**  
By  
**NORRIA ZAKARIA**  
Universiti Utara Malaysia

**Thesis Submitted to  
School of Business Management,  
Universiti Utara Malaysia,  
in Fulfillment of the Requirement for the Degree of Doctor of Philosophy**

## **PERMISSION TO USE**

In presenting this thesis in fulfillment of the requirements for a Post Graduate degree from the Universiti Utara Malaysia (UUM), I agree that the Library of this university may make it freely available for inspection. I further agree that permission for copying this thesis in any manner, in whole or in part, for scholarly purposes may be granted by my supervisor(s) or in their absence, by the Dean of School of Business Management where I did my thesis. It is understood that any copying or publication or use of this thesis or parts of it for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to the UUM in any scholarly use which may be made of any material in my thesis.

Request for permission to copy or to make other use of materials in this thesis in whole or in part should be addressed to: \_\_\_\_\_

Dean of School of Business Management  
Universiti Utara Malaysia  
06010 UUM Sintok  
Kedah Darul Aman

## ABSTRACT

The main purpose of this study is to investigate factors that influence entrepreneur in recognizing entrepreneurial opportunities. Specifically, it aims at investigating the influence of social network, entrepreneurial alertness and creativity towards entrepreneurial opportunity recognition and the moderating effect of prior knowledge of procedural and customer and prior knowledge of business operation on the relationship between social network, entrepreneurial alertness and creativity among the Bumiputera entrepreneurs in Malaysia. The motivation of this study is driven by the fact that Bumiputeras' achievement and performance in business is low and far below the target. Although Malaysian Government has implemented various initiatives and programs to fully develop Bumiputera in business, the achievement has not truly to be proud of. The overall framework for this study is theoretically underpinned by Resource-based View Theory. The study utilized a survey questionnaire which was distributed to 500 Bumiputera entrepreneurs from five states in the Peninsular Malaysia. Out of the 232 returned questionnaires, 204 were usable for further analysis. Correlation and hierarchical regression analysis were used to analyse the direct and indirect relationship between the related variables in the study. The results reveal that entrepreneurial alertness and creativity are positive determinants of the entrepreneurial opportunity recognition. However, there is no significant relationship found between the social network and the entrepreneurial opportunity recognition. This study also found that there is no moderating effect of prior knowledge of procedural and customer and prior knowledge of business operation on the relationship between the social network, entrepreneurial alertness, creativity and entrepreneurial opportunity recognition. Finally, theoretical and managerial implications as well as directions for future research are discussed.

**Keywords:** Entrepreneurial opportunity, entrepreneurial opportunity recognition, entrepreneurial alertness, creativity, Bumiputera entrepreneurs

## ABSTRAK

Kajian ini bertujuan mengkaji faktor yang mempengaruhi usahawan dalam mengenal pasti peluang keusahawanan. Secara khusus, ia bertujuan mengkaji pengaruh jaringan sosial, kepekaan keusahawanan dan kreativiti terhadap pengenalpastian peluang keusahawanan dan kesan penyederhana pengetahuan terdahulu prosedur dan pelanggan dan pengetahuan terdahulu operasi perniagaan dalam hubungan antara jaringan sosial, kepekaan keusahawanan, kreativiti dan pengenalpastian peluang keusahawanan dalam kalangan usahawan Bumiputera di Malaysia. Motivasi kajian adalah didorong oleh hakikat bahawa pencapaian dan prestasi usahawan Bumiputera di Malaysia dalam perniagaan adalah rendah dan jauh di bawah sasaran. Walaupun kerajaan Malaysia telah melaksanakan pelbagai inisiatif dan program untuk membangunkan sepenuhnya Bumiputera dalam perniagaan, pencapaian itu belum boleh dibanggakan. Kerangka konseptual keseluruhan bagi kajian ini secara teori disokong oleh teori Resource-based View. Kajian ini menggunakan soal kaji selidik yang diedarkan kepada 500 orang usahawan Bumiputera dari lima buah negeri di Semenanjung Malaysia. Daripada 232 soal selidik yang dikembalikan, terdapat 204 soal selidik yang ditemui lengkap dan digunakan untuk dianalisis. Korelasi dan analisis regresi hierarki digunakan untuk menganalisis hubungan langsung dan tidak langsung antara pemboleh ubah yang berkaitan dalam kajian ini. Hasil kajian menunjukkan bahawa kepekaan keusahawanan dan kreativiti merupakan penentu positif dalam mengenal pasti peluang keusahawanan. Walau bagaimanapun, terdapat hubungan yang tidak signifikan antara jaringan sosial dan mengenal pasti peluang keusahawanan. Kajian ini juga mendapati bahawa tidak ada kesan penyederhana pengetahuan terdahulu prosedur dan pelanggan dan pengetahuan terdahulu operasi perniagaan antara hubungan jaringan sosial, kepekaan keusahawanan, kreativiti dan mengenal pasti peluang keusahawanan. Akhir sekali, implikasi teori dan pengurusan serta hala tuju penyelidikan masa hadapan juga dibincangkan.

Kata kunci: Peluang keusahawanan, mengenal pasti peluang keusahawanan, kepekaan keusahawanan, kreativiti, usahawan Bumiputera.

## ACKNOWLEDGEMENTS

Syukur Alhamdulillah. In the name of Allah, the Most Merciful and Most Compassionate. Praise to Allah S.W.T. for granted me the ability, strength, patience, courage and inspiration to complete the thesis. The bitterness, sorrow, distress, enjoyment, fulfillment, I made along the way. The experience is beyond anything! I will not change these precious moments for anything. It has impacted me psychologically and physiologically. During this journey I have encountered the meaning or 'hikmah' behind all the occurrences, beauty of patience and persistence, the sweetness of friendship, and the value of true love.

Subhanallah... How do I thank, properly, all of those people who have seen me through my doctoral journey.

First of all, I wish to express my deepest love to my late mother and father, Hajah Normah bt Abdul Wahab and Haji Zakaria bin Hashim. Even without them by my side, I can still feel the beats of their love towards me. Mom, Dad, I made it!! I really appreciate for the sacrifices that you have made for me in the past. Both of you are indeed the most "special" mom and dad I ever had. I thank you mom dad for your love and affection; I can never pay you for your unconditional love."

I am also very indebted to generous and warm response from the SMECorp, and all the staff involved in assisting me in getting the database of Bumiputera

entrepreneur. Your utmost support and cooperation in assisting me in my research is sincerely appreciated. More importantly, my deep appreciation goes to the participating company in this study. Without their co-operation and support, it would impossible for me complete on time.

I wish also to thank Universiti Utara Malaysia and particularly Malaysia Public Service Department for granting me a scholarship to further my study.

I would like to express my gratitude to many people who inspired and helped me to finish the thesis. First, I would like to render my appreciation to my supervisor, Dr. Norashidah Hashim for her unlimited support and sincere guidance, who guided me patiently through my PhD journey. Second, the gratitude would go to my Dean, Prof Dr Rushami Zien Yusoff and Jawatankuasa Modal Insan especially Dr Wan Shakizah, Dr Faizal and PM Dr Siti Zubaidah, for their valuable commitments and support.

Not forgotten, PM Dr Salniza, PM Dr Faizuniah, my sincere friends and colleagues, who share the long journey of my PhD life, Dr Armanurah, Dr Awanis, Dr Bakar, particularly the PhD group under School of Business Management and others. I am grateful for your assistance and concern.

Lastly, my deepest appreciation goes to my soul mate, Mohamad Zaki Ahmad and to my precious girls, Zakira Rahayu and Zakira Iliyana. Without their love, support, encouragement, sacrifice and patient, probably I would not be able to complete my PhD.

## TABLE OF CONTENTS

	Page
<b>TITLE PAGE</b>	i
<b>CERTIFICATION OF THESIS</b>	ii
<b>PERMISSION TO USE</b>	iv
<b>ABSTRACT</b>	v
<b>ABSTRAK</b>	vi
<b>ACKNOWLEDGEMENTS</b>	vii
<b>TABLE OF CONTENTS</b>	ix
<b>LIST OF TABLES</b>	xiv
<b>LIST OF FIGURES</b>	xvii
<b>LIST OF APPENDICES</b>	xviii
<b>LIST OF ABBREVIATIONS</b>	xix
<b>CHAPTER ONE INTRODUCTION</b>	1
1.1 Introduction	1
1.2 Background of study	1
1.2.1 Small and Medium Enterprises (SMEs) in Malaysia	7
1.2.2 Failure of Bumiputera business	19
1.3 Problem statement	29
1.4 Research Questions	35
1.5 Research Objectives	36
1.6 Significance of Study	37
1.7 Scope and limitations of the study	40
1.8 Operational definition	40
1.8.1 Entrepreneurship	41
1.8.2 Entrepreneurial opportunity	41
1.8.3 Entrepreneurial opportunity recognition	41
1.8.4 Social network	42
1.8.5 Entrepreneurial alertness	43
1.8.6 Creativity	44
1.8.7 Prior knowledge of customer problem	44
1.8.8 Prior knowledge of market	45
1.8.9 Prior knowledge of how to serve market	45
1.8.10 Prior Knowledge of technology	45
1.9 Organization of the study	46
<b>CHAPTER TWO LITERATURE REVIEW</b>	47
2.1 Introduction	47
2.2 Overview of the entrepreneur and entrepreneurship definition	47
2.2.1 Definition of an Entrepreneur	47
2.3 The importance of entrepreneurship	50
2.4 Definition of opportunities	51



	Page	
2.5	Entrepreneurial Opportunities: A Definitional Discussion	52
2.6	Conceptions of Opportunity	61
	2.6.1 Kirznerian Vs Schumpeterian Opportunities	64
	2.6.2 Tacit Vs Codified Opportunities	66
2.7	Entrepreneurial Process	68
	2.7.1 Overview of Major Theoretical Perspectives on Entrepreneurship Process	70
	2.7.2 Neoclassical Approach	71
	2.7.3 German-Austrian Approach	71
	2.7.4 Austrian School	74
	2.7.5 Chicago School of Thought	74
	2.7.6 French Tradition	75
	2.7.7 Discussion on the Major Theoretical Perspectives on Entrepreneurship Process	75
2.8	Prior Definitions and Conceptualization of Opportunity Recognition	76
	2.8.1 Desirability and Feasibility	81
2.9	Research on opportunity recognition process	82
2.10	An overview of the factors that influence opportunity recognition	91
2.11	Factors influencing opportunity recognition related to study	101
	2.11.1 Social networks and Opportunity Recognition	101
	2.11.2 Entrepreneurial Alertness and Opportunity Recognition	105
	2.11.3 Creativity and Opportunity Recognition	110
	2.11.4 Prior knowledge and Opportunity Recognition	112
	2.11.4.1 Prior knowledge of market	116
	2.11.4.2 Prior knowledge of how to serve market	117
	2.11.4.3 Prior knowledge of customer problems	118
	2.11.4.4 Prior knowledge of technology	118
 <b>CHAPTER THREE THEORETICAL FRAMEWORK AND HYPOTHESES DEVELOPMENT</b>		 122
3.1	Introduction	122
3.2	Theoretical basis for the research	122
	3.2.1 Resources- Based View (RBV)	123
3.3	Research hypotheses	127
	3.3.1 The relationship between social network and entrepreneurial opportunity recognition	128
	3.3.2 The relationship between entrepreneurial alertness and entrepreneurial opportunity recognition	130
	3.3.3 The relationship between creativity and opportunity recognition	133
3.4	The influence of moderator variables	135
3.5	The influence of prior knowledge as a moderator variable	136
3.6	Conceptual Framework	140
3.7	Proposed conceptual framework	141

3.8	Summary of hypotheses related to this study	Page 142
<b>CHAPTER FOUR METHODOLOGY</b>		<b>143</b>
4.1	Introduction	143
4.2	Research design	143
4.3	Population and sample size	144
4.4	Sampling Design	147
4.5	Data collection method	148
4.6	Measurement and Development of Scales	149
	4.6.1 Social Network	152
	4.6.2 Entrepreneurial Alertness	153
	4.6.3 Creativity	154
	4.6.4 Prior Knowledge	155
	4.6.5 Opportunity recognition	156
4.7	Verifying the Questionnaires	157
4.8	Pre-testing Questionnaires	159
	4.8.1 Validity	159
	4.8.2 Pilot Study	160
	4.8.3 Reliability Test	161
4.9	Techniques of Data Analysis	162
4.10	Summary	165
<b>CHAPTER FIVE FINDINGS</b>		<b>166</b>
5.1	Introduction	166
5.2	Response Rate	166
5.3	Test of response bias	168
5.4	Respondents' Profile	174
	5.4.1 Frequency Distributions	174
5.5	Data screening	177
	5.5.1 Accuracy of data input	178
	5.5.2 Treatment of missing data	178
	5.5.3 Checking on Normality	180
	5.5.4 Detecting and treating univariate and multivariate outliers	181
5.6	Goodness of Measures	183
	5.6.1 Factor Analysis	183
	5.6.1.1 Initial Considerations Associated with Factor Analysis	184
	5.6.1.2 Factor analysis on Social Network	188
	5.6.1.3 Factor analysis on Creativity	189
	5.6.1.4 Factor analysis on Entrepreneurial Alertness	191
	5.6.1.5 Factor analysis on Prior Knowledge	192

	Page
5.6.1.6 Factor Analysis on Entrepreneurial Opportunity Recognition	195
5.7 Reliability Analysis	196
5.8 Restatement of Hypotheses	197
5.9 Descriptive Statistics of the Variables	199
5.9.1 Mean and Standard Deviation of the Variables	199
5.10 Statistical assumptions for multivariate analysis	201
5.11 Inferential Statistics – Direct Relationship	206
5.11.1 Correlation Analysis	207
5.11.2 Multiple Regressions	210
5.12 Inferential Statistics – Moderator	215
5.12.1 Hierarchical Regression	215
5.12.1.1 The Moderating Effect of Prior Knowledge of Procedural and Customer on the relationship between Social Network, Creativity, Entrepreneurial Alertness and Entrepreneurial Opportunity Recognition	216
5.12.1.2 The Moderating Effect of Prior Knowledge of Business Operation on the relationship between Social Network, Creativity, Entrepreneurial Alertness and Entrepreneurial Opportunity Recognition	218
<b>CHAPTER SIX DISCUSSION</b>	<b>222</b>
6.1 Introduction	222
6.2 Review of the Research Results	223
6.3 Descriptive Statistics	223
6.3.1 The Discussion on the level of Entrepreneurial Opportunity Recognition (EOR) and its predictors	223
6.3.2 The discussion on the level of Social Network	224
6.3.3 The discussion on the level of Entrepreneurial Alertness	225
6.3.4 The discussion on the level of Creativity	226
6.4 Inferential Statistics	227
6.4.1 The relationship between social network and entrepreneurial opportunity recognition	228
6.4.2 The relationships between entrepreneurial alertness and opportunity recognition	233
6.4.3 The relationship between creativity and opportunity recognition	235

	Page
6.4.4 The moderating role of prior knowledge of procedural and customer and prior knowledge of business operation on the relationship between social network, entrepreneurial alertness, creativity and entrepreneurial opportunity recognition	236
6.5 Implications of the study	241
6.5.1 Theoretical implications of the research	241
6.5.2 Managerial Implications	246
6.6 Limitations, recommendations and future research	251
6.7 Conclusion	253
<b>REFERENCES</b>	254
<b>APPENDIX A: QUESTIONNAIRE</b>	310
<b>APPENDIX B: HIERARCHICAL REGRESSION-MODERATOR PKPC</b>	323
<b>APPENDIX C: HIERARCHICAL REGRESSION-MODERATOR PKBO</b>	331



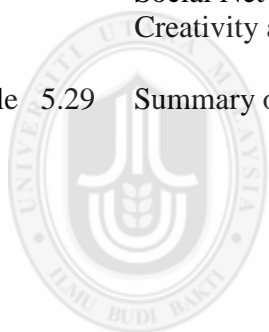
  
 Universiti Utara Malaysia

## LIST OF TABLES

Table		Page
Table 1.1	Ownership Group: Mid-Term Review of Ninth Malaysia Plan (2008)	16
Table 1.2	Ownership of share capital (at par value) of limited companies by ethnic group and sector, 2004 (%)	18
Table 2.1	Some definitions of entrepreneurial opportunity, 2000-2007	57
Table 2.2	Schumpeterian Versus Kirznerian Opportunities	65
Table 3.1	Hypotheses related to prior knowledge	139
Table 3.2	Summary of hypotheses to be tested	142
Table 4.1	Summary of social network measurements adopted and adapted in the study	152
Table 4.2	Summary of entrepreneurial alertness measurements adopted and adapted in this study	153
Table 4.3	Summary of creativity measurements used in this study	155
Table 4.4	Summary of prior knowledge measurements	156
Table 4.5	Summary of opportunity recognition items used in this study	157
Table 5.1	Summary of Response Rates	167
Table 5.2	Test For Non Response Bias	169
Table 5.3	Levene's Test for Equality of Variances	171
Table 5.4	Results of Chi-Square Test of Demographic Variables for Early and Late Responses	173

Table 5.5	Respondents' Position	174
Table 5.6	Respondents' Age	175
Table 5.7	Respondents' Gender	175
Table 5.8	Respondents' Marital Status	176
Table 5.9	Respondents' Level of Education	176
Table 5.10	Participating Industry	177
Table 5.11	Summary of Z-Skewness and Z-Kurtosis of the Main Variables	181
Table 5.12	Result of Mahalanobis Distance Test	183
Table 5.13	Summary of KMO Measure of Sampling Adequacy, Bartlett's Test of Sphericity and Factor Loading for Social Network	189
Table 5.14	Summary of KMO Measure of Sampling Adequacy, Bartlett's Test of Sphericity and Factor Loading for Creativity	190
Table 5.15	Summary of KMO Measure of Sampling Adequacy, Bartlett's Test of Sphericity and Factor Loading for Entrepreneurial Alertness	192
Table 5.16	Summary of KMO Measure of Sampling Adequacy and Bartlett's Test of Sphericity for Prior Knowledge	193
Table 5.17	Summary of Factor Loading for Prior Knowledge	194
Table 5.18	Summary of KMO Measure of Sampling Adequacy, Bartlett's Test of Sphericity and Factor Loading for Entrepreneurial Opportunity Recognition	195
Table 5.19	The Reliability Test Through Cronbach Alpha	197
Table 5.20	Hypotheses to be tested	198
Table 5.21	Mean and Standard Deviation of the Main Variables	200
Table 5.22	Mean Score Interpretations	201

Table 5.23	Cohen's Guideline of Correlation Strength	207
Table 5.24	Correlations between variable under studied	208
Table 5.25	Summary of Multiple Regression Analysis for Social Network, Creativity, Entrepreneurial Alertness and Entrepreneurial Opportunity Recognition (N = 202)	213
Table 5.26	Summary of hypotheses	214
Table 5.27	Hierarchical Regressions Result using PKPC as Moderator in the Relationship between Social Network, Entrepreneurial Alertness, Creativity and Entrepreneurial Opportunity Recognition	217
Table 5.28	Hierarchical Regressions Result using PKBO as Moderator in the Relationship between Social Network, Entrepreneurial Alertness, Creativity and Entrepreneurial Opportunity Recognition	219
Table 5.29	Summary of hypotheses testing	220



## LIST OF FIGURES

Figure		Page
Figure 1.1	Ownership of share capital (%) at par value of limited companies, 1970-2008	15
Figure 2.1	Allocative Efficiency and Market Opportunity	62
Figure 2.2	Venture creation process	70
Figure 3.1	Resource-based framework of firm survival or success	126
Figure 3.2	Proposed conceptual framework	141
Figure 4.1	G-Power Analysis for Medium Effect Size	146
Figure 4.2	Scale Development Procedure	150
Figure 5.1	Normal Probability Plot of the Regression Standardised Residuals	204
Figure 5.2	Normal Distribution Histogram	205



## **LIST OF APPENDICES**

APPENDIX A: QUESTIONNAIRE

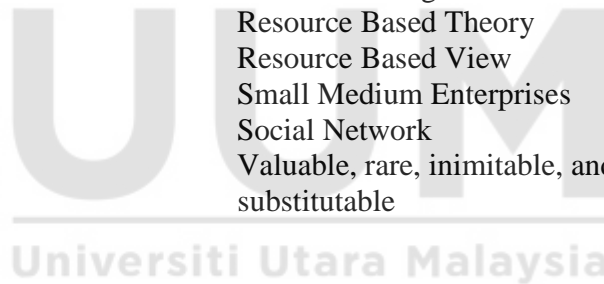
APPENDIX B: HIERARCHICAL REGRESSION-MODERATOR PRIOR  
KNOWLEDGE OF PROCEDURAL AND CUSTOMER

APPENDIX C: HIERARCHICAL REGRESSION-MODERATOR PRIOR  
KNOWLEDGE OF BUSINESS OPERATION



## LIST OF ABBREVIATIONS

BCIC	<i>Bumiputera</i> Commercial and Industrial Community
C	Creativity
EA	Entrepreneurial Alertness
EOR	Entrepreneurial Opportunity Recognition
PKBO	Prior Knowledge of Business Operation
PKC	Prior Knowledge of Customer Problems
PKH	Prior Knowledge of How to Serve Market
PKM	Prior Knowledge of Market
PKPC	Prior Knowledge of Procedural and Customers
PKT	Prior Knowledge of Technology
RBT	Resource Based Theory
RBV	Resource Based View
SME	Small Medium Enterprises
SN	Social Network
VRIN	Valuable, rare, inimitable, and non-substitutable



# CHAPTER ONE

## INTRODUCTION

### 1.1 Introduction

This chapter presents the background of the study, the problem statement, research questions, research objectives, significance of the study, scope and limitations of the study, operational definitions of the terms and the organization of the thesis.

### 1.2 Background of study

The development of entrepreneurship has been growing in importance and become the central contributor to economic growth in many developing countries. It is apparent that most developing countries are now giving more consideration to include entrepreneurship as one of the agenda to help the poor to increase living standard (Norziani, Mastura, & Siti Asma, 2015). This has also been claimed by Jaafar and Aziz (2008) that entrepreneurship development may transform Malaysia to become a leading developing country in the next few decades. Schorr (2008) even stated that entrepreneurship is not only an important developmental factor but also the economic driver since the economy is truly reliant on entrepreneurship and it is believed that with every occurrence of economic downturn, it is the entrepreneurial determination and perseverance that balance the economy. Same goes to Malaysia, the development of entrepreneurship, as both concept and activity, has been growing in importance. This

The contents of  
the thesis is for  
internal user  
only

## REFERENCES

- (2008, November 03). Melayu perlu bijak rebut peluang perniagaan. Utusan Malaysia.
- (2011, August 19). Usahawan *Bumiputera* semakin pupus. Utusan Malaysia.
- (2011, February 28). Sikap malas, suka berangan kekang usahawan *Bumiputera*. Utusan Malaysia.
- (2011, May 30). Usahawan *Bumiputera* usah terlalu harapkan bantuan. Utusan Malaysia.
- ABIE (1995), *Beyond the Firm: An Assessment of Business Linkages and Networks in Australia*, Research Report 67, The Bureau of Industry Economics, AGPS, Canberra.
- Abu Bakar Sedek, A. J., Rohani, S., Sivapalan, S., & Azrai, A. (2012). Micro business enterprise of *Bumiputera* Malays , Malaysia. *African Journal of Business Management*, 6(22), 6504–6510. doi:10.5897/AJBM11.2467
- Acedo, F. J., & Florin, J. (2007). Understanding the risk perception of strategic opportunities: a tripartite model. *Strategic Change*, 16(3), 97-116.
- Ahmad, N. H., T.Ramayah, Wilson, C., & Kummerow, L. (2010). Is entrepreneurial competency and business success relationship contingent upon business environment? A study of Malaysian SMEs. *International Journal of Entrepreneurial Behaviour & Research*, 16(3), 182–203.
- Alchian, A. A. (1950). Uncertainty, evolution, and economic theory. *The Journal of Political Economy*, 211-221.
- Aldrich, H. (1999). *Organizations evolving*. Sage.

- Aldrich, H. and C Zimmer. (1986). Entrepreneurship through social networks. In the Art and Science of Entrepreneurship. D. Sexton and R. Smilor. eds. Ballinger, Cambridge, MA.
- Aldrich, H. E., & Martinez, M. A. (2001). Many are called, but few are chosen: An evolutionary perspective for the study of entrepreneurship. *Entrepreneurship Theory and Practice*, 25(4), 41-56.
- Aldrich, H. E., Reese, P. R & Dubini, P. (1989). Women on the verge of a breakthrough? Networking among entrepreneurs in the United States and Italy. *Journal of Entrepreneurship and Regional Development*, 1, 4, 339-356.
- Aldrich, H. E., Rosen, B., & Woodward, W. (1987). The impact of social networks on business founding and profit: A longitudinal study. *Frontiers in Entrepreneurship Research*, 7, 154-168.
- Allison, P.D. (1999). Multiple regression: A primer. Thousand Oaks, CA: Pine Forge Press.
- Alsos, G. A., & Kaikkonen, V. (May 2004). Opportunity recognition and prior knowledge: A study of experienced entrepreneurs. Paper presented at the NCSB 2004 Conference 13th Nordic Conference on Small Business Research.
- Alvarez, S. A., & Barney, J. B. (2007). Discovery and creation: Alternative theories of entrepreneurial action. *Strategic Entrepreneurship Journal*, 1(1-2), 11-26.
- Alvarez, S. A., & Barney, J. B. (2007). The entrepreneurial theory of the firm. *Journal of Management Studies*, 44(7), 1057-1063.
- Alvarez, S. A., & Busenitz, L. W. (2001). The entrepreneurship of resource-based theory. *Journal of Management*, 27(6), 755-775.

- Alvarez, S.A., Barney, J.B., 2002. Resource-based theory and entrepreneurial firms. In: Hitt, M.A., Ireland, R.D., Camp, S.M., Sexton, D.L. (Eds.), *Strategic Entrepreneurship: Creating a New Mindset*. Blackwell Publishers, Oxford.
- Amabile, T. M. (1983). The social psychology of creativity: A componential conceptualization. *Journal of Personality and Social Psychology*, 45(2), 357.
- Amabile, T. M. (1997). Entrepreneurial creativity through motivational synergy. *The Journal of Creative Behavior*, 31(1), 18-26.
- Amit, R., & Schoemaker, P. J. (1993). Strategic assets and organizational rent. *Strategic Management Journal*, 14(1), 33-46.
- Anuar Ahmad. (2008, January 15). Buka mata peruncit melayu. Utusan Malaysia.
- Ardichvili, A., & Cardozo, R. N. (2000). A model of the entrepreneurial opportunity recognition process. *Journal of Enterprising Culture*, 8(02), 103-119.
- Ardichvili, A., Cardozo, R. and Ray, S. (2003), "A theory of entrepreneurial opportunity identification and development", *Journal of Business Venturing*, Vol. 18 No. 1, pp. 105-23.
- Arenius, P. and de Clercq, D. 2005 A network-based approach on opportunity recognition, *Small Business Economics*, 24: 249–265.
- Armstrong, .S. & Overton, T.S. (1977). Estimating Nonresponse Bias in Mail Surveys. *Journal of Marketing Research*, 14(3), 396-402.
- Augoustinos, M., Walker, I (1995). *Social cognition: An integrated introduction*. Sage.
- Bakker, A.B., Demerouti, E. and Schaufeli, W.B. (2002). "Validation of the Maslach Burnout Inventory-general survey: an internet survey", *Anxiety, Stress and Coping*, Vol.15 No. 3, pp.245-60.

- Awang, A., Ahmad, Z. A., Said Asghar, A. R., & Subari, K. A. (2010). Entrepreneurial orientation among *Bumiputera* Small and Medium Agro-Based Enterprises ( BSMAEs ) in West Malaysia : Policy implication in Malaysia. *International Journal of Business and Management*, 5(5), 130–144.
- Azimi Hj. Hamzah, Zamre Yaacob, Ahmad Dahari Kamaruzaman, Basri Bakar & Zaidi Tajudin. 2009. Kajian keberkesanan program kursus Asas Keusahawanan Siswa (KAKS): Kajian kes di Universiti Putra Malaysia. Kertas kerja Seminar Kebangsaan Hasil Penyelidikan Pembangunan Keusahawanan. Anjuran Institut Keusahawanan Negara, Kementerian Pembangunan Usahawan dan Koperasi. Shah Alam, Selangor, 2-3 Mac.
- Bandura, A., 1997. *Self-Efficacy: The Exercise of Control*. Freeman Press, New York, ISBN: 9780716726265, pp: 604.
- Bandura, A. (1986). *Social foundations of thought and action: A social cognitive theory*. Prentice-Hall, Inc.
- Barnes, J. A. (1972). *Social networks* (Vol. 26). Addison-Wesley Publishing Company.
- Barney, J. (1991). Firm resources and sustained competitive advantage. *Journal of Management*, 17(1), 99-120.
- Barney, J. B. (1986a), “Strategic Factor Markets: Expectations, Luck, and Business Strategy,” *Management Science*, Vol.32, No.10, pp.1231-41.
- Barney, J. B. (1995). Looking inside for competitive advantage. *The Academy of Management Executive*, 9(4), 49-61.
- Barney, J. B. (2001), “Is the Resource-Based “view” a Useful Perspective for Strategic Management Research? Yes.” *Academy of Management Review*, Vol. 26, No.1, pp.41-56.



- Barney, J. B. (2002). *Gaining and sustaining competitive advantage* (2nd ed.). Upper Saddle River, NJ: Prentice Hall.
- Barney, J., Wright, M., & Ketchen, D. J. (2001). The resource-based view of the firm: Ten years after 1991. *Journal of management*, 27(6), 625-641.
- Baron, A. R. (2004) The Cognitive Perspective: A valuable tool for answering basic entrepreneurship's Why questions. *Journal of Business Venturing*, 19( 2), 221-239.
- Baron, R. A. (2004). Opportunity recognition: a cognitive perspective, *Academy of Management Proceedings*, A1–A6.
- Baron, R. A. (2006). Opportunity recognition as pattern recognition: How entrepreneurs “connect the dots” to identify new business opportunities. *The Academy of Management Perspectives*, 20(1), 104-119.
- Baron, R. A. 1998. Cognitive mechanisms in entrepreneurship: Why and when entrepreneurs think differently than other persons. *Journal of Business Venturing*, 13(4): 275-294.
- Baron, R. A., & Ensley, M. D. (2006). Opportunity recognition as the detection of meaningful patterns: Evidence from comparisons of novice and experienced entrepreneurs. *Management Science*, 52(9), 1331-1344.
- Baron, R. A., & Markman, G. D. (2000). Beyond social capital: How social skills can enhance entrepreneur's success. *Academy of Management Executive*, 14, 106-116.
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173.

- Baron, R., & Markman, G. (2005). Toward a process view of entrepreneurship: The changing impact of individual level variables across phases of new venture development. In M. Rahim, R. Golembiewski, & K. Mackenzie (Eds.), *Current Topics in Management*. Vol.9. New Brunswick, NJ: Transaction Publishers, 45-64.
- Baron, R.A. (2008), "The role of affect in the entrepreneurial process", *Academy of Management Review*, Vol. 33 No. 2, pp. 328-40.
- Baumol, W. J. (1993). Formal entrepreneurship theory in economics: Existence and bounds. *Journal of Business Venturing*, 8(3), 197-210.
- Berglund, H. (2007). Researching entrepreneurship as lived experience. In H. Neegaard & J. Ulhoi, (Eds.), *Handbook of qualitative research methods in entrepreneurship* (pp. 75-93), Cheltenham, UK: Edward Elgar.
- Bhagavatula, S., Elfring, T., Van Tilburg, A. and Van de Bunt, G. (2010), "How social and human capital can influence opportunity recognition and resource mobilization in Indiaandpos;s handloom industry", *Journal of Business Venturing*, Vol. 25 No. 3, pp. 245-60. doi:10.1016/j.jbusvent.2008.10.006
- Bhave, M. P. 1994. A process model of entrepreneurial venture creation. *Journal of Business Venturing*, 9(3): 223-242.
- Bird, B. (1992). "The operation of intentions in time : The emergence of the new venture'. *Entrepreneurship Theory and Practice*, 17(1), 11-20.
- Birley, S. (1985). The role of networks in entrepreneurship process. *Journal of Business Venturing*, 1, 107-117.

- Blisson, D. and Kaur Rana, B. (2001), "The role of entrepreneurial networks: the influence of gender and ethnicity", paper presented at British SMEs 46th ICSB World Conference (International Conference For Small Business) SMEs in a Traditional and New Mixed Era, Taipei, 17-20 June.
- Boissevain, J. (1974). *Friends of friends: Networks, manipulators and coalitions* (p. 192). Oxford: Blackwell.
- Bosworth, B. (1995), "Thinking about interfirm cooperation: where are the points of intervention?", working paper, Regional Technology Strategies, Cambridge, MA.
- Bouchikhi, H. (1993). A constructivist framework for understanding entrepreneurship performance. *Organization Studies*, 14(4), 549-570.
- Bower, A., Garber, S. and Watson, J. (1996), "Learning about a population of agents and the evolution of trust and cooperation", *International Journal of Industrial Organisation*, Vol. 15, pp. 165-90.
- Brockhaus, R. (1980). Risk taking propensity of entrepreneurs. *Academy of Management Journal*, 23(3), 509-520.
- Bruce, B.B. & Amy, R.G. 2008. Formalizing the front-end of the entrepreneurial process using the stage-gate model as a guide: An opportunity to improve entrepreneurship education and practice. *Journal of Small Business and Enterprise Development* 15(2): 289-303.
- Brunetto, Y. and Farr-Wharton, R. (2003), "Factors affecting Australian SMEs decision to access government policies and programs promoting collaboration", American Academy of Management Proceedings, Seattle, August.

- Brunetto, Y. and Farr-Wharton, R. (2004), "The impact of business networking on the transfer of knowledge: implications for the diffusion of innovations", University of the Sunshine Coast Faculty of Business Working Paper Series, Vol. 7 No. 1, pp. 3-25.
- Brunetto, Y. and Farr-Wharton, R. (2005a), "The impact of gender on opportunity recognition of entrepreneurs: the implications for the productivity of non-social networks", American Academy of Management Proceedings, Hawaii, August.
- Brunetto, Y. and Farr-Wharton, R. (2005b), "The moderating role of trust in entrepreneurs' decision-making about collaboration accepted with revisions", *Journal of Small Business Management*, in press.
- Brunetto, Y., & Farr-Wharton, R. (2006). A comparison of the administrative subculture of public and private sector service employees. *Intl Journal of Public Administration*, 29(8), 619-638.
- Bruyat, C., & Julien, P. A. (2001). Defining the field of research in entrepreneurship. *Journal of Business Venturing*, 16(2), 165-180.
- Burt, R. S. 1992. Structural holes: The social structure of competition. Cambridge, MA: Harvard University Press.
- Busenitz, L. W. & Barney, J. B. 1997. Differences between entrepreneurs and managers in large organizations: Biases and heuristics in strategic decision-making. *Journal of Business Venturing*, 12(1): 9-30.
- Busenitz, L. W. (1996). Research on entrepreneurial alertness. *Journal of Small Business Management*, 34(4), 35.
- Busenitz, L. W. (1999). Entrepreneurial risk and strategic decision making it's a matter of perspective. *The Journal of Applied Behavioral Science*, 35(3), 325-340.

- Busenitz, L. W., & Lau, C. M. (2001). Growth intentions of entrepreneurs in a transitional economy: The People's Republic of China. *Entrepreneurship: Theory and Practice*, 26(1), 5-21.
- Busenitz, L. W., West, G. P., Shepherd, D., Nelson, T., Chandler, G. N., & Zacharakis, A. (2003). Entrepreneurship research in emergence: Past trends and future directions. *Journal of management*, 29(3), 285-308.
- Bygrave, W. D. & Hofer, C. W. (1991). Theorizing about entrepreneurship. *Entrepreneurship: Theory & Practice*, 16(2): 13-22.
- Bygrave, W. D., & Zacharakis, A. (2004). The portable MBA in entrepreneurship (3<sup>rd</sup> ed.). Wiley, John & Sons, Incorporated.
- Bygrave, W.D. (1989). The entrepreneurship paradigm: A philosophical look at its research methodologies. *Entrepreneurship Theory and Practice*. 14 (1), 7-26.
- Cantillon, R. (1755). *Essay on the nature of general commerce*. London, McMillan.
- Caplan, B. (1999). "The Austrian Search for Realistic Foundation." *Southern Economic Journal*, 65(4), 823-838.
- Carland, J. W., Hoy, F., Boulton, W. R., & Carland, J. A. C. (1984). Differentiating entrepreneurs from small business owners: A conceptualization. *Academy of Management Review*, 9(2), 354-359.
- Carroll, G. R., & Hannan, M. T. (1989). Density delay in the evolution of organizational populations: A model and five empirical tests. *Administrative Science Quarterly*, 411-430.
- Carson, David, Audrey Gilmore, Chad Perry and Kjell Gronhaug (2001), *Qualitative Marketing Research*. Thousand Oaks, CA: Sage.

- Carter, S. (2000), "Improving the numbers and performance of women-owned businesses: some implications for training and advisory services", *Education & Training*, Vol. 42 Nos 4/5, pp. 326-34..
- Casson, M. (1982). *The entrepreneur: An economic theory*. Rowman & Littlefield.
- Casson, M. (2004), "Entrepreneurship and the Theory of the Firm," forthcoming *Journal of Economic Behavior and Organization*. Paper presented at the workshop organized by ATOM, Paris in 2002.
- Casson, M. 2003. Entrepreneurship, business culture and the theory of the firm. In Z. J.Acs & D. B. Audretsch (Eds.), *Handbook of entrepreneurship research: An interdisciplinary survey and introduction*, Vol. I: 223-246. Boston, NJ: Kluwer Academic Publishers.
- Cavana, R.Y., Delahaye, B.L., & Sekaran, U. (2001). *Applied business research: qualitative and quantitative methods*. Milton, Queensland: John Wiley & Sons Australia, Ltd.
- Chaganti, R., & Parasuraman, S. (1996). A study of the impacts of gender on business performance and management patterns in small businesses. *Entrepreneurship Theory & Practice*, 21(2): 73-75.
- Chandler, G. N., Dahlgvist, J., & Davidsson, P. (2002). Opportunity recognition processes: A taxonomy and outcome implications. In *The twenty-second annual Babson College Entrepreneurship Research Conference*. Babson College.

- Chandler, G., D. DeTienne and D. Lyon (2003). "Outcome Implications of Opportunity Recognition/Discovery Processes", in *Frontiers of Entrepreneurship Research*. Eds W. Bygrave, C. Brush, P. Davidsson, J. Fiet, P. Greene, R.T. Harrison, M. Lerner, G. D. Meyer, J. Sohl, and A. Zacharakis. Wellesley, M.A.: Babson College.
- Chase, W. G., & Simon, H. A. (1973). Perception in chess. *Cognitive psychology*, 4(1), 55-81.
- Chen, C., P. Greene and A. Crick (1998). ' Does entrepreneurial self-efficacy distinguish entrepreneurs from managers?' , *Journal of Business Venturing*, 13(4), 295-316.
- Che Omar, C. M. Z. & Mohd Noor Azmi, N. (2015). Factors Affecting the Success of Bumiputera Entrepreneurs in Small and Medium Enterprises (SMEs) in Malaysia. *International Journal of Management Science and Business Administration*, Vol 1(9), 40-45.
- Chi, T. (1994). Trading in strategic resources: Necessary conditions, transaction cost problems, and choice of exchange structure. *Strategic Management Journal*, 15(4), 271-290.
- Choo, F., & Trotman, K. T. (1991). The relationship between knowledge structure and judgments for experienced and inexperienced auditors. *Accounting Review*, 464-485.
- Chou, C., & Bentler, P. (1995). Estimates and tests in structural equation modeling. *Structural Equation Modeling: A Multidisciplinary Journal*, 5 (3), 247-266.

- Christensen, P.S. and R. Peterson. (1990). Opportunity Identification: Mapping the Sources of New Venture Ideas. Paper presented at the 10th Annual Babson Entrepreneurship Research Conference, Denmark: Aarhus University Institute of Management.
- Christensen, P.S., Madsen, O.O., Peterson, R., (1989). Opportunity identification: The contribution of entrepreneurship to strategic management. Aarhus University Institute of Management Denmark.
- Christensen, Peder, O. Madsen, and Rein Peterson (1994), "Conceptualizing Entrepreneurial Opportunity Identification," in Marketing and Entrepreneurship: Research Ideas and Opportunities, Gerald E. Hills, Ed. London: Quorum Books.
- Chua, Y.P. (2006). Kaedah dan statistik penyelidikan: Kaedah Penyelidikan Buku 1. Kuala Lumpur: McGraw-Hill (Malaysia) Sdn. Bhd.
- Churchill, G.A. (1979). A paradigm for developing better measures of marketing constructs. *Journal of Marketing Research*, 16(1), 64-73.
- Churchill, N. C., & Muzyka, D. F. (1994). Defining and conceptualizing entrepreneurship: A process approach. *Marketing and entrepreneurship*, 11-23.
- Coakes, S.H. & Steed, L.G. (2003). SPSS analysis without anguish-version 11.0 for Windows. Milton: Queensland: John Wiley & Sons Australia Ltd.
- Coase, R. H. 1994. Essays on economics and economists. Chicago, IL: University of Chicago Press.
- Coff, R. W. (1999). When competitive advantage doesn't lead to performance: The resource-based view and stakeholder bargaining power. *Organization Science*, 10(2), 119-133.



- Cohen, L., Manion, L., & Morrison, K. (2001). *Research methods in education* Ed. 5. London: Routledge Falmer.
- Cohen, W. M., & Levinthal, D. A. (1990). Absorptive capacity: A new perspective on learning and innovation. *Administrative science quarterly*, 128-152.
- Coleman, J. (1990). *Foundation of Social Theory*. Cambridge, Massachusetts.
- Companys, Y. E., & McMullen, J. S. (2007). Strategic entrepreneurs at work: the nature, discovery, and exploitation of entrepreneurial opportunities. *Small Business Economics*, 28(4), 301-322.
- Conway, H.A., Mc Guinness, A., 1986. Idea generation in technology-based firms. *J. Prod. Innovation Manage.* 4(3), 276-291.
- Cools, E., & Van den Broeck, H. (2007). The hunt for the heffalump continues: can trait and cognitive characteristics predict entrepreneurial orientation?. *Journal of Small Business Strategy*, 18(2), 23.
- Cooper, A. C. (1981). Strategic management: New ventures and small business. *Long range planning*, 14(5), 39-45.
- Cooper, A. C., & Dunkelberg, W. C. (1981). A new look at business entry: Experiences of 1805 entrepreneurs. *Frontiers of Entrepreneurship Research*, 1(1), 1-20.
- Cooper, A. C., Folta, T. B., & Woo, C. 1995. Entrepreneurial information search. *Journal of Business Venturing*, 10(2): 107-120.
- Cooper, A. C., Gimeno-Gascon, F. J., & Woo, C. Y. (1994). Initial human and financial capital as predictors of new venture performance. *Journal of Business Venturing*, 9(5), 371-395.
- Cooper, D.R., & Schindler, P.S. (2003). *Business research methods* (8 ed.). Boston, MA: McGraw Hill.

- Cope, J. (2003). Researching entrepreneurship through phenomenological inquiry: Philosophical and methodological issues. Retrieved November 18, 2006, from Lancaster University Management School, UK: <http://www.lums.lancs.ac.uk/publications/viewpdf/00194/>
- Corbett, A. C. (2002). *Opportunity recognition: A learning and cognitive approach*. Unpublished Dissertation, University of Colorado at Boulder, Boulder.
- Corbett, A. C. (2005). Experiential learning within the process of opportunity identification and exploitation. *Entrepreneurship Theory and Practice*, 29(4), 473-491.
- Corbett, A. C. (2007). Learning asymmetries and the discovery of entrepreneurial opportunities. *Journal of Business Venturing*, 22(1), 97-118.
- Crandall, R. (1973). The measurement of self-esteem and related constructs. *Measures of social psychological attitudes*, 45, 167.
- Cromie, S. (2000). Assessing entrepreneurial inclinations: Some approaches and empirical evidence. *European Journal of Work and Organizational Psychology*, 9(1), 7-30.
- Cunningham, J. B., & Lischeron, J. (1991). Defining entrepreneurship. *Journal of Small Business Management*, 29(1), 45-61.
- Cyert, R. M., & March, J. G. (1963). *A behavioral theory of the firm*. Englewood Cliffs, NJ : Prentice-Hall.
- D'Souza, R. R. (2009). Types of prior knowledge and the identification of entrepreneurial opportunities. University of Louisville, Louisville, Kentucky.
- Daft, R. L. (1983), *Organization Theory and Design*, (New York: West Publishing).

- Davidsson, P. & Honig, B. (2003). The role of social and human capital among nascent entrepreneurs. *Journal of Business Venturing*, 18(3): 301-331.
- Davidsson, P. (2003). "The Domain of Entrepreneurship Research: Some Suggestions:", JIBS Working Paper Series 2003 WP2003-3: Jonkoping International Business School.
- Davidsson, P. (2004). *Researching Entrepreneurship*. Boston, MA: Springer.
- Davidsson, P., & Wiklund, J. (2001). Levels of analysis in entrepreneurship research: Current research practice and suggestions for the future. *Entrepreneurship theory and Practice*, 25(4), 81-100.
- Davies Netzley, S.A. (1998). "Women above the glass ceiling", *Gender & Society*, Vol. 12 No. 3, pp. 337-54.
- De Carolis, D. M., & Saporito, P. (2006). Social capital, cognition, and entrepreneurial opportunities: A theoretical framework. *Entrepreneurship Theory and Practice*, 30(1), 41-56.
- de Jorge Moreno, J. (2008). An empirical analysis of entrepreneurial opportunity identification and their decisive factors: The case of new spanish firms. *International Journal of Entrepreneurship*, 12, 11.
- De Koning, A. (2003), "Opportunity development: a socio-cognitive perspective", in Katz, J. and Shepherd, D. (Eds), *Advances in Entrepreneurship, Firm Emergence and Growth*, Vol. 6, JAI Press/Elsevier, Oxford, pp. 265-314.
- De Koning, A., & Muzyka, D. (1996). The convergence of good ideas: When and how do entrepreneurial managers recognize innovative business ideas. *Frontiers of Entrepreneurship Research*, 159-60.

- De Koning, A., & Muzyka, D. (1999). Conceptualizing opportunity recognition as a socio-cognitive process. *Centre for Advanced Studies in Leadership, Stockholm.*
- De Koning, A.,(1999). Conceptualizing opportunity recognition as a socio-cognitive process. Centre for Advanced Studies in Leadership, Stockholm.
- DeVellis, R.F. (2003). Scale development: theory and applications (2nd ed.). Newbury Park, CA: SAGE Publications.
- Dean, J., Holmes, S. and Smith, S. (1997), "Understanding business networks: Evidence from the manufacturing and service sectors in Australia", *Journal of Small Business Management*, Vol. 35 No. 1, pp. 78-85.
- DeTienne, D. and Chandler, G. (2007), "The role of gender in opportunity identification", *Entrepreneurship Theory & Practice*, Vol. 31, pp. 365-86.
- DeTienne, D. R., & Chandler, G. N. (2004). Opportunity identification and its role in the entrepreneurial classroom: A pedagogical approach and empirical test. *Academy of Management Learning & Education*, 3(3), 242-257.
- Dew, N., S. Velamuri and S. Venkataraman (2003). "Dispersed Knowledge and an Entrepreneurial Theory of the Firm", *Journal of Business Venturing*, 19(5), 659–679.
- Dimov, D. (2007), "Beyond the single-insight, single-person, attribution in understanding entrepreneurial opportunities", *Entrepreneurship Theory and Practice*, Vol. 31 No. 5, pp. 713-31.
- Donald S. Siegel, Maija Renko, (2012),"The role of market and technological knowledge in recognizing entrepreneurial opportunities", *Management Decision*, Vol. 50 Iss 5 pp. 797-816 [http:// dx.doi.org/10.1108/00251741211227500](http://dx.doi.org/10.1108/00251741211227500)

- Dubini, P. & Aldrich, H. (1991). Personal and extended network are central to the entrepreneurship process. *Journal of Business Venturing*, 6(5), 305-313..
- Dutta, D. K., & Crossan, M. M. (2005). The nature of entrepreneurial opportunities: understanding the process using the 4I organizational learning framework. *Entrepreneurship Theory and Practice*, 29(4), 425-449.
- Eckhardt, J. T., & Shane, S. A. (2003). "Opportunities and Entrepreneurship." *Journal of Management*, 29(3), 333-349.
- Economic Review. (2009, June 16). Measures to promote small and medium enterprise (online). Retrieved from [http://ww2.publicbank.com.my/cnt\\_review65.html](http://ww2.publicbank.com.my/cnt_review65.html)
- Elfring, T., & Hulsink, W. (2003). Networks in entrepreneurship: The case of high-technology firms. *Small business economics*, 21(4), 409-422.
- Elmore, P. E. and D. L. Beggs. (1975). Salience of Concepts and Commitment to Extreme Judgements in Response Pattern of Teachers' Education, 95(4), 325-334.
- Emmerik, I. H. van, Euwema, M. C., Geschiere, M., & Schouten, M. F. A. G. (2006). Networking your way through the organization Gender differences in the relationship between network participation and career satisfaction. *Women In Management Review*, 21(1), 54–66. doi:10.1108/eb010615
- Endsley, M., 1995. Toward a theory of situation awareness in dynamic systems. *Hum. Factors* 37 (1), 32-64. *Entrepreneurship: The Way Ahead*, Harold P. Welsch, Ed. New York: Routledge.
- Eren Ozgen (2003). Entrepreneurial opportunity recognition: Information flow, social and cognitive perspectives (Doctor dissertation). Available from ProQuest Information and Learning Company. (UMI No. 3098877)

- Erikson, T., 2003. Towards a taxonomy of entrepreneurial learning experiences among potential entrepreneurs. *Journal of Small Business Enterprise Development*, 10: 106-112.
- Evans, D., & Volery, T. (2001). Online business development services for entrepreneurs: an exploratory study. *Entrepreneurship & Regional Development*, 13(4), 333-350.
- Evans, H. (2005), "The eureka myth", *Harvard Business Review*, Vol. 83 No. 6, pp. 18-19.
- Fahy, J. (2000). The resource-based view of the firm: some stumbling-blocks on the road to understanding sustainable competitive advantage. *Journal of European Industrial Training*, 24(2/3/4), 94-104.
- Farr-Wharton, R. and Brunetto, Y. (2007), "Women entrepreneurs, opportunity recognition and government-sponsored business networks", *Women in Management Review*, Vol. 22 Iss 3, pp. 187-207.
- Fatoki, O. (2013). The Determinants of Longevity of Micro Enterprises in South Africa. *Journal Economics*, 4(2), 133–143.
- Fayolle, A., B. Gailly and N. Lassas-Clerc, 2006. Assessing the impact of entrepreneurship education programmes: A new methodology. *J. Eur. Industrial Training*, 30: 701-720.
- Feldman, M., Francis, J. L., & Bercovitz, J. (2005). Creating a cluster while building a firm: Entrepreneurs and the formation of industrial clusters. *Regional Studies*, 39(1), 129-141.
- Field, A. (2000). *Discovering Statistics Using SPSS for Windows*. London: Sage.
- Field, A. (2005). *Factor analysis using SPSS*. Retrieve February, 25, 2008.

- Fiet, J. O. (1996). The informational basis of entrepreneurial discovery. *Small Business Economics*, 8(6), 419-430.
- Fiet, J. O. (2002). *The systematic search for entrepreneurial discoveries*. Westport, Connecticut : London. Quorum Books.
- Fiet, J.O. (1996). The Informational Basis of Entrepreneurial Discovery. *Small Business Economics*, 8, 419-430.
- Fiet, O. J., Piskounov, A, &Gustavsscn, V. (2000).How to decide how to search for entrepreneurial discoveries. Paper presented at Babson/Kaufman Research Conference. Wellesley, MA.
- Firdaus Abdullah, Jamil Hamali, Abdul Rahman Deen, Saban, G., & Abdurahman, A. Z. A. (2009). Developing a framework of success of *Bumiputera* entrepreneurs. *Journal of Enterprising Communities: People and Places in the Global Economy*, Vol. 3 (No. 1, ), pp. 8-24.
- Floyd, S. W. & Wooldridge, B. (1999). Knowledge creation and social networks in corporate entrepreneurship: The renewal of organization capability. *Entrepreneurship Theory and Practice*, 23, 123-143.
- Forbes, D. P. 1999. Cognitive approaches to new venture creation. *International Journal of Management Reviews*, 1(4): 415-439.
- Forrett, M.L. and Dougherty, T.W. (2001). “Correlates of networking behavior for managerial and professional employees”, *Group & Organization Management*, Vol.26 No. 3, pp.283-311.
- Foss, N. J., & Knudsen, T. (2003). The resource-based tangle: towards a sustainable

- explanation of competitive advantage. *Managerial and Decision Economics*, 24(4), 291-307.
- Frochlich, M.T. (2002). Techniques for improving response rates in OM survey research. *Journal of Operations Management*, 20(1), 53-62.
- Gaglio, C. M. & Katz, J. A (2001). The psychological basis of opportunity identification: Entrepreneurial alertness. *Small Business Economics*, 16, 95-111.
- Gaglio, C. M. (1997b). Opportunity identification: Review, critique and suggested research directions. *Advances in Entrepreneurship, Firm Emergence and Growth*, 3, 139-202.
- Gaglio, C. M., (1997a), 'Opportunity Identification; Review, Critique and Suggested Research Directions', in J.A. Katz (ed.), *Advances In Entrepreneurship, Firm Emergence and Growth*, Vol. 3, pp. 139–202,
- Gaglio, C.M. (2004) Role of mental simulation and counterfactual thinking in the opportunity identification process. *Entrepreneurship Theory and Practice*, 28: 533-552.
- Gaglio, C.M. and Taub, R.P. (1992), *Entrepreneurs and Opportunity Recognition*, in: *Frontiers of Entrepreneurship Research*, Edited by, Churchill, N. et.al, Boston: Babson College, 136-147.
- Galbreath, J. (2004). “ Which resources matter the most to firm success? An exploratory study of resource-based theory”. *Technovation*, in press.
- Gartner, W. B. 1990. What are we talking about when we talk about entrepreneurship? *Journal of Business Venturing*, 5(1): 15-28.



- Gartner, W. B., & Shaver, K. G. (2002). The attributional characteristics of opportunities and problems described by nascent entrepreneurs in the PSED. In *Babson College Kauffman Foundation Entrepreneurship Research Conference, Boulder, CO, June*.
- Gartner, W. B., Carter, N. M., & Hills, G. E. (2003). "The language of opportunity". In C. Steyaert & D. Hjort (Eds.), *New Movements in Entrepreneurship*. Cheltenham, UK: Edward Elgar.
- Gartner, William B., Nancy M. Carter, and Gerald E. Hills (2001), "The Language of Opportunity," in *Movements of Entrepreneurship Workshop*. Stockholm, Sweden.
- Ghozali, H.I. Fuad, J., & Seti, M. (2005). *Structural equation modeling-teori, konsep dan aplikasi dengan program LISREL 8.54*. Semarang, Indonesia: Badan Penerbit University Diponegoro.
- Gielnik, M. M., Fresee, M., Graf, J. M., & Kampschult, A. (2012). Creativity in the opportunity identification process and the moderating effect of diversity of information. *Journal of Business Venturing*, 27(5), 559–576. doi:10.1016/j.jbusvent.2011.10.003
- Gilad, B. (1984). Entrepreneurship: the issue of creativity in the market place. *The Journal of Creative Behavior*, 18(3), 151-161.
- Gilad, B., & Gilad, T. (1988). *The business intelligence system: A new tool for competitive advantage*. American Management Association.
- Gilad, B., Kaish, S., & Loeb, P. D. (1984). From economic behavior to behavioral economics: the behavioral uprising in economics. *Journal of Behavioral Economics*, 13(1), 1-22.

- Gilad, B., Kaish, S., & Loeb, P. D. (1987). Cognitive dissonance and utility maximization: A general framework. *Journal of Economic Behavior & Organization*, 8(1), 61-73.
- Gimeno, J., Folta, T. B., Cooper, A. C., & Woo, C. Y. (1997). Survival of the fittest? Entrepreneurial human capital and the persistence of underperforming firms. *Administrative Science Quarterly*, 750-783.
- Gonzalez-Alvarez, N., & Solis-Rodriguez, V. (2011). Discovery of entrepreneurial opportunities: a gender perspective. *Industrial Management & Data Systems*, 111(5), 755-775.
- Granovetter, M. 1985. Economic action and social structure: The problem of embeddedness. *American Journal of Sociology*, 91(3): 481-510.
- Granovetter, M. S. 1973. The strength of weak ties. *American Journal of Sociology*, 78(6): 1360-1380.
- Green, S.B., & Salkind, N.J. (2008). Using SPSS for windows and macintosh: Analyzing and understanding data (5 ed.). Upper Saddle River, NJ: Prentice Hall
- Greenglass, E., Fiksenbaum, L. and Burke, R.J. (1996), "Components of social support, buffering effects and burnout: implications for psychological functioning", *Anxiety, Stress and Coping*, Vol. 9 No. 3, pp. 185-97.
- Gregoire, D. A., Noel, M. X., Déry, R., & Béchar, J. P. (2006). Is There Conceptual Convergence in Entrepreneurship Research? A Co-Citation Analysis of Frontiers of Entrepreneurship Research, 1981–2004. *Entrepreneurship Theory and Practice*, 30(3), 333-373.

- Guth, W. D., Kumaraswamy, A., & McErlean, M. (1991). Cognition, enactment and learning in the entrepreneurial process. *Frontiers of Entrepreneurship Research*, 242-253. Babson Park, MA: Babson College.
- Hair, J. F. (2007). *Research methods for business*.
- Hair, J.F., Anderson, R.E., Tatham, R.L. & Black, W.C. (1998). *Multivariate data analysis* (5th edition). Upper Saddle River, New Jersey: Prentice-Hall.
- Hakimin, Y., Rafi, Y., & Dahlan, I. (2009, 20-24 March 2010). Business advisory: A study on selected micro-sized SMES in Kelantan, Malaysia. Paper presented at the 2nd International Conference on Arab-Malaysian Islamic Global Business and Entrepreneurship, Jordan & Syria.
- Hall, R. (1992). The strategic analysis of intangible resources. *Strategic Management Journal*, 13(2), 135-144.
- Hamel, G., Doz, Y. L., & Prahalad, C. K. (1989). Collaborate with your competitors and win. *Harvard Business Review*, 67(1), 133-139.
- Haniroh, M. M., & Nor Aishah, B. (2011). Kajian Keperluan Pendidikan Keusahawanan secara Formal di IPTA untuk Kecemerlangan Negara. In O. Norasmah, H. Halimah, & R. A. R. Radin Siti Aishah (Eds.), *Keusahawanan Pemangkin Kecemerlangan Negara dan Kelestarian Hidup* (pp. 35–57). Bangi, Selangor: Fakulti Pendidikan, Universiti Kebangsaan Malaysia.
- Hansen, D. J. (2007). Using the creativity model of opportunity recognition to understand the front end of product innovation. University of Illinois at Chicago.

- Hatten, T. S. (1997). *Small business: Entrepreneurship and beyond*. Upper Saddle River, NJ: Prentice-Hall.
- Hayek, F. A. (1945). The use of knowledge in society. *American Economic Review*, n. 35.
- Hench, T. J., & Sandberg, W. R. (2000, June). As the fog cleared, something changed”: opportunity recognition as a dynamic, self-organizing process. In *Babson-Kauffman Entrepreneurship Research Conference, Babson College, Wellesley, Mass* (pp. 8-10).
- Herron, L. & Sapienza, H. (1992). The entrepreneur and the initiation of new venture launch activities. *Entrepreneurship Theory and Practice*. 17(1),49-55.
- Hill, C. W. (1997). Establishing a standard: Competitive strategy and technological standards in winner-take-all industries. *The Academy of Management Executive*, 11(2), 7-25.
- Hills, G. E. & Lumpkin, G. T. (1997). Opportunity recognition research : Implications for Entrepreneurship Education. Paper Presented at The 1997 International Entrepreneurship Conference, Monterey Bay, CA.
- Hills, G. E. & Shrader, R. C. (1998). “ Successful entrepreneurs insight into opportunity recognition”. *Frontiers of Entrepreneurship Research*. Wellesley, MA : Babson College.
- Hills, G. E. (1996). Opportunity recognition : Perceptions and behaviors of entrepreneurs. Research Report Submitted to the E. M. Kauffman Foundation, Kansas City.

- Hills, G. E., Lumpkin, G. & Singh, P. R. (1997). Opportunity recognition: Perceptions and behaviors of entrepreneurs. *Frontiers of Entrepreneurship Research* (pp. 168-182). Wellesley, MA: Babson College.
- Hills, G. E., R. Shrader, U. Baltrusaiyte, E. Izbek-Bilgin. (2002). Opportunity recognition dimensions: Relationship to opportunity identification/pursued and firm growth. Paper presented at the Babson-Kaufman Entrepreneurship Research Conference, Boulder, CO.
- Hills, G. E., Shrader, R. C., & Lumpkin, G. T. (1999). Opportunity recognition as a creative process. *Frontiers of Entrepreneurship Research, 19(19)*, 216-227. Wellesley, MA: Babson College.
- Hills, G.E., (1995). Opportunity recognition by successful entrepreneurs: A pilot study. *Frontiers of Entrepreneurship Research*. Babson College, Wellesley, MA, 103–121.
- Hills, G.E., (1995). Opportunity recognition by successful entrepreneurs: A pilot study. *Frontiers of Entrepreneurship Research*. Babson College, Wellesley, MA, 103–121.
- Hinkin, T. R. (1995). A review of scale development practices in the study of organizations. *Journal of Management, 21(5)*, 967-988.
- Hisrich, R. D. (1990). Entrepreneurship/intrapreneurship. *American Psychologist, 45(2)*, 209.
- Hisrich, R. D., Peters, M. P., Shepherd, D. A. (2002), *Entrepreneurship*, McGraw-Hill, Boston.
- Hodgetts, R. M., Kuratko, D. F., & Kuratko, D. F. (1998). *Effective small business management*. Fort Worth: Dryden Press.

- Homans, G. C. (1964). Contemporary theory in sociology. *Handbook of Modern Sociology*, 951-977.
- Hoopes, D. G., Madsen, T. L., & Walker, G. (2003). Guest editors' introduction to the special issue: why is there a resource-based view? Toward a theory of competitive heterogeneity. *Strategic Management Journal*, 24(10), 889-902.
- Hu, L., Bentler, P., & Kano, Y. (1992). Can test statistics in covariance structure analysis be trusted? *Psychological Bulletin*, 112(2), 351-362.
- Hull, D. L., Bosley, J. J., & Udell, G. G. (1980). Renewing the hunt for the heffalump: Identifying potential entrepreneurs by personality characteristics. *Journal of Small Business Management (pre-1986)*, 18(000001), 11.
- Hunt, S. D., & Morgan, R. M. (1995). The comparative advantage theory of competition. *The Journal of Marketing*, 1-15.
- Ireland, R. D., & Webb, J. W. (2007). Strategic entrepreneurship: Creating competitive advantage through streams of innovation. *Business Horizons*, 50(1), 49-59.
- Ismail, R., & Sulaiman, N. (2007). Technical efficiency in Malay manufacturing firms. *Journal of Business and Society*, Vol 8(No.2).
- Jaafar, M. and A.R.A. Aziz., (2008). Entrepreneurship education in developing country: Exploration on its necessity in the construction programme. *Journal of Eng. Design Technology.*, 6: 178-189.
- Jack, S.L., & Anderson, A.R. (1999). Entrepreneurship Education Within The Enterprise Culture. *International Journal of Entrepreneurial Behaviour & Research*, 5(3), 110-25.
- Johannisson, B. (1990). Economic of overview-guiding the external growth of small firms. *International Small Business Journal*, 9, 32-44.

- Johannisson, B. (1996). The dynamics of entrepreneurial networks. *Frontiers of Entrepreneurship Research*. Wellesley, MA: Babson College.
- Johnson, P. E., Jamal, K., & Berryman, R. G. (1991). Effects of framing on auditor decisions. *Organizational Behavior and Human Decision Processes*, 50(1), 75-105.
- Judge, T. A., & Bono, J. E. (2001). Relationship of core self-evaluations traits—self-esteem, generalized self-efficacy, locus of control, and emotional stability—with job satisfaction and job performance: A meta-analysis. *Journal of applied Psychology*, 86(1), 80.
- Judge, T. A., Erez, A., & Bono, J. E. (1998). The power of being positive: The relation between positive self-concept and job performance. *Human Performance*, 11(2-3), 167-187.
- Kader, R.A., Mohamad, R.M., and Ibrahim, C.A. (2009). Success factors for Small Rural Entrepreneurs under the One District One Industry Programme in Malaysia. *Contemporary Management Research*, Vol. 5(2), pp. 147-162.
- Kaish, S. & Gilad, 8. (1991). Characteristics of opportunities search of entrepreneurs v. executives: Sources, interest, and general alertness. *Journal of Business Venturing*, 6 (1),45-61.
- Kaish, S. & Gilad, B. (1987). Cognitive dissonance and utility maximization - A general Framework. *Journal of Economic Behavior and Organization*, 8, 61-73.
- Karagozolu, N., & Lindell, M. (1998). Internationalization of small and medium-sized technology-based firms: An exploratory study. *Journal of Small Business Management*, 36(1): 44-59.

- Kassim, N.M. (2001). *Determinants of customer satisfaction and retention in the cellular phone market in Malaysia*. Southern Cross University.
- Katz, J.A. (2000). The logic and opportunities of secondary analysis in entrepreneurship research. In J.A. Katz (Ed.), *Advances in entrepreneurship, firm emergence and growth: Databases for the study of entrepreneurship*, Vol. 4: 5-30. Greenwich, CT: JAI Press, Inc.
- Kay, C. J. (1986). The identification of catalysts preceding decision making as described by innovators and entrepreneurs. University of San Francisco.
- Keh, H. T., Foo, M. D., & Lim, B. C. (2002). Opportunity evaluation under risky conditions: The cognitive processes of entrepreneurs. *Entrepreneurship Theory and Practice*, 27(2), 125-148.
- Kennedy, P. (1985). *A guide to econometrics* (2 ed.). Oxford: Basil Blackwell.
- Khairuddin Khalil (1996), *Keusahawanan Sebagai Kerjaya*, Dewan Bahasa dan Pustaka, Kuala Lumpur.
- Khairudin, H. (Ed.). (2007). *Small and medium-sized Enterprise Development in Malaysia: Programs and evaluation*. Sintok: University Utara Malaysia.
- Kihlstrom, R. E., & Laffont, J. J. (1979). A general equilibrium entrepreneurial theory of firm formation based on risk aversion. *The Journal of Political Economy*, 719-748.
- Kinghorn, B. H. (2008). *Characteristics that lead to Opportunity Recognition: A Capital Theory Perspective*. New Mexico State University, Las Cruces, New Mexico.
- Kirton, M. (1976). Adaptors and innovators : A description and measure. *Journal of Applied Psychology*, 61(5), 622.



- Kirton, M. (1978). Have adaptors and innovators equal levels of creativity? *Psychological reports*, 42(3), 695-698.
- Kirzner, I. M. (1973). *Competition and entrepreneurship*. Chicago, IL: University of Chicago Press.
- Kirzner, I. M. (1980). The primacy of entrepreneurial discovery: In prime mover of progress, the entrepreneur in capitalism and socialism, London: Institute of Economic Affairs.
- Kirzner, I. M. (1985). *Discovery and the capitalist process*. University of Chicago Press.
- Kirzner, I. M. (1992). Entrepreneurship, Uncertainty and Austrian Economics. *Austrian Economics: Tensions and New Directions*, Boston, MA: Kluwer Academic Publishers, 85-102.
- Kirzner, I. M. (1997). Entrepreneurial discovery and the competitive market process: An Austrian approach. *Journal of Economic Literature*, 35(1), 60-85.
- Kirzner, I.M. (1979). Perception, opportunity and profit: Studies in the theory of entrepreneurship. Chicago, IL. University of Chicago Press.
- Kirzner, Isreal (1997), "Entrepreneurial Discovery and the Competitive Market Process: An Austrian Approach," *Journal of Economic Literature*, 35, 60-85.
- Kivikko, L. (1977). The Possibilities for Development of Creative Action (Luovan toiminnan kehittami-sen mahdollisuudet). TKK-DISS-370. Helsinki: Helsinki University of Technology.
- Klassen, R D. & Jacobs, J. (2001). Experimental comparison of web, electronic and mail survey technologies in operations management. *Journal of Operations Management*, 79(6), 713-728.

- Kline, R. B. (1998). Principles and practice of structural equation modeling. New York: Guilford Press.
- Klinsontorn, S. (2005). The influence of leadership styles on organizational commitment and employee performances. (Doctoral dissertation, Nova Southeastern University, 2005). ProQuest Digital Dissertations (UMI No. 3255207).
- Knight, F. H. (1921). Risk, Uncertainty and Profit. Washington, DC: Beard Books.
- Knight, G. & Cavusgil, S. (2004). Innovation, organizational capabilities, and the born-global firm. *Journal of International Business Studies*, 35, 124–141.
- Ko, S., & Butler, J. E. (2004). Bisociation: The missing link between prior knowledge and recognition of entrepreneurial opportunities in Asian technology-based firms. *Frontiers of Entrepreneurship Research*, 24(1), 381-391.
- Koller, R. H. 1988. On the source of entrepreneurial ideas. *Frontiers of Entrepreneurship Research, Proceedings of the Babson-Kauffman Entrepreneurship Research Conference*. Wellesley, MA: Arthur M. Blank Center for Entrepreneurship, Babson College.
- Kontinen, T., & Ojala, A. (2011). International opportunity recognition among small and medium-sized family firms. *Journal of Small Business Management*, 49(3), 490-514.
- Kourilsky, M. L. (1995). Entrepreneurship Education: Opportunity in Search of Curriculum.
- Koza, M. and Lewin, A. (1998), “The co-evolution of strategic alliances”, *Organization Science*, Vol. 9, pp. 255-64.
- Krejcie, R., and Morgan, D. (1970). ‘Determining sample size for research activities’. *Educational and Psychological Measurement* 30, 607-10.

- Krueger, N. & Dickson, P. R. (1994). How believing in ourselves increases risk taking: Perceived self-efficacy and opportunity recognition. *Decision Sciences*, 25(3): 385-400.
- Krueger, N. F. 1993. "Growing up entrepreneurial?": Development and consequences of early exposure to entrepreneurship. *Academy of Management Proceedings*: 80-84.
- Krueger, N. F. 2003. The cognitive psychology of entrepreneurship. In Z. J. Acs & D. B. Audretsch (Eds.), *Handbook of entrepreneurship research: An interdisciplinary survey and introduction*, Vol. I: 105-140. Boston; Dordrecht: Kluwer Academic Publishers.
- Krueger, N. F., & Brazeal, D. V. (1994). Entrepreneurial potential and potential entrepreneurs. *Entrepreneurship Theory and Practice*, 18, 91-104.
- Krueger, N., Jr. (2007). The Cognitive Infrastructure of Opportunity Emergence\*. In Á. Cuervo, D. Ribeiro & S. Roig (Eds.), *Entrepreneurship* (pp. 185-206): Springer Berlin Heidelberg.
- Kruglanski, A. W. (1989). The psychology of being "right": The problem of accuracy in social perception and cognition. *Psychological Bulletin*, 106(3), 395.
- Kusumsiri, N., & Jayawardane, A. K. W. (2013). Factors Influencing Success in Fashion Designer Entrepreneurship in Sri Lanka. In *National Engineering Conference, 19th ERU Symposium* (pp. 67-74). Faculty of Engineering, University of Moratuwa.
- Lachman, R. (1980). Toward measurement of entrepreneurial tendencies. *Management International Review*, 108-116.

- Lahaut, V. M. C. J., Jansen, A. M. H., Mheen, D. V. D., Garretsen, H. F. L., Verdurmen, J. E. E., & Dijk, A. V. (2003). Estimating non-response bias in a survey on alcohol consumption: Comparison of response waves. *Alcohol and Alcoholism*, 38(2), 128-134. doi:10.1093/alcalc/agg004.
- Lambert, D. M., & Harrington, T. C. (1990). Measuring nonresponse bias in customer service mail surveys. *Journal of Business Logistics*, 11, 5-25.
- Lambkin, M. (1988). Order of entry and performance in new markets. *Strategic Management Journal*, 9(S1), 127-140.
- Laumann, E. O., Galaskiewicz, J., & Marsden, P. V. (1978). Community structure as interorganizational linkages. *Annual Review of Sociology*, 455-484.
- Lazim, H.M. (2010). Total Productive Maintenance (TPM) practices and manufacturing performance: The moderating effect of types of production processes. Universiti Sains Malaysia.
- Levenson, H. (1973). Perceived parental antecedents of internal powerful others, and chance locus of control orientations. *Developmental Psychology*, 9(2), 260.
- Levinthal, D. A. (1995). Strategic management and the exploration of diversity. In *Resource-based and evolutionary theories of the firm*, Kluwer, Boston, MA, pp: 19-42.
- Linehan, M. (2001), "Networking for female managers career development: empirical evidence", *The Journal of Management Development*, Vol. 20 Nos 9/10, pp. 823-30.
- Logan, G. D. (1990). Repetition priming and automaticity: Common underlying mechanisms?. *Cognitive Psychology*, 22(1), 1-35.

- Long, W. A., & McMullan, W. E. (1984). *Mapping the new venture opportunity identification process*. University of Calgary, Faculty of Management.
- Long, W., & Graham, J. B. (1988). Opportunity identification process: Revisited. In G.E. Hills, R. W. La Forge, & B. J. Parker (Eds.), *Research and marketing/entrepreneurship interface*. Chicago: Office of Entrepreneurship Studies, University of Illinois, Chicago.
- Low, M. B., & MacMillan, I. C. (1988). Entrepreneurship: Past research and future challenges. *Journal of management*, 14(2), 139-161.
- Lumpkin, G. T. , Gerald E. Hills, and Rodney C. Shrader (2003), "Opportunity Recognition," in *Entrepreneurship: The Way Ahead*, Harold P. Welsch, Ed. New York: Routledge.
- Lumpkin, G. T. and Lichtenstein, B. B. (2005). The role of organisational learning in the opportunity recognition process, *Entrepreneurship: Theory and Practice*, 29: 451–472.
- Lumpkin, G.T., Hills, G.E., & Shrader, R.C. (2001). Opportunity recognition: A CEAE white paper: The Coleman Foundation.
- Luthans, F., Stajkovic, A., & Ibrayeva, E. (2000). Environmental and psychological challenges facing entrepreneurial development on transitional economies. *The Journal of World Business*, 35(1), 95-110.
- Lyness, K.S. and Thompson, D.E. (2000). "Climbing the corporate ladder: do female and male executives follow the same route?", *Journal of Applied Psychology*, Vol. 85 No.1, pp. 86-101.

- Mahmud, Z. (2011). Diagnosis of perceived attitude, importance and knowledge in statistic based on rasch probabilistic model. *International Journal of Applied Mathematics and Information*, 5, 291-298.
- Malhotra, N.K. (1993). Marketing research: an applied orientation. Switzerland. Prentice Hall.
- Manev, I.M., Gyoshev, B.S. and Manolova, T.S. (2005), "The role of human and social capital and entrepreneurial orientation for small business performance in a transitional economy", *International Journal of Entrepreneurship and Innovation Management*, Vol. 5 No 3/4, pp.298-318.
- Marvel, M. R., & Droege, S. (2010). Prior tacit knowledge and first-year sales: learning from technology entrepreneurs. *Journal of Small Business and Enterprise Development*, 17(1), 32-44.
- Marvel, Matthew R. (2006). A Knowledge-Based View of the Venture Creation Process: How Technology Entrepreneurs Mix Knowledge to Create Radical Innovations (June 1, 2006). Available at SSRN: <http://ssrn.com/abstract=1242362> or <http://dx.doi.org/10.2139/ssrn.1242362>.
- McClelland, D. C. (1961). The achieving society. New York. The Free Press.
- McClelland, D. C. (1967). The achieving society. New York, Free Press, Collier-Macmillan.
- McGrath, R. G. (1996). "Options and the Entrepreneur: Toward a Strategic Theory of Entrepreneurial Wealth Creation." *Academy of Management Proceedings '96*, 101-105.

- McGrath, R. G., Tsai, M. H., Venkataraman, S., & MacMillan, I. C. (1996). Innovation, competitive advantage and rent: a model and test. *Management Science*, 42(3), 389-403.
- McKelvie, A., J. Wicklund. 2004. How knowledge affects opportunity discovery and exploitation among new ventures in dynamic markets. J. E. Butler, ed. Opportunity Identification and Entrepreneurial Behavior. Information Age Publishing, Greenwich, CT, 219–239.
- McKnight, D.H., Cummings, L. and Chervany, N. (1998), “Initial trust formation in new organisational relationships”, *The Academy of Management Review*, Vol. 23 No. 3, pp. 473-91.
- McMullan, W. E., & Long, W. A. (1990). *Developing new ventures: The entrepreneurial option*. Harcourt Brace Jovanovich.
- McMullen, J. S., & Shepherd, D. A. (2006). Entrepreneurial action and the role of uncertainty in the theory of the entrepreneur. *Academy of Management Review*, 31(1), 132-152.
- McMullen, J. S., Plummer, L. A., & Acs, Z. J. (2007). What is an entrepreneurial opportunity?. *Small Business Economics*, 28(4), 273-283.
- Mehra, A. (1996). Resource and Market Based Determinants of Performance in the U. S. Banking Industry. *Strategic Management Journal*, 17(4), 307-322.
- Merriam, S., & Caffarella, R. (1999). Key theories of learning. *Coleção Harvard de Administração. Learning in adulthood: a comprehensive guide*. San Francisco: Jossey-Bass, 2, 248-256.
- Meyers, L.S., Gamst, G., & Guarino, A.J. (2006). Applied multivariate research: Design and interpretation. Thousand Oaks, CA: Sage Publications.

- Michalisin, M. D., Karau, S. J., & Tangpong, C. (2004). Top management team cohesion and superior industry returns: an empirical study of the resource-based view. *Group & Organization Management*, 29(1), 125-140.
- Michalisin, M. D., Smith, R. D., & Kline, D. M. (1997). In search of strategic assets. *The International Journal of Organizational Analysis*, 5(4), 360-387.
- Mid-Term Review, Ninth Malaysia Plan 2006-2010. (2008). Retrieved May 15, 2009, from <http://www.epu.gov.my>.
- Miller, W. C. (1987). *The creative edge: Fostering innovation in where you work*. Boston, Addison-Wesley.
- Mitchell, J. C. (1969). *The concept and use of social networks*. Bobbs-Merrill.
- Mohamed Ariff and Syarisa Yanti Abubakar (2003). *Strengthening Entrepreneurship in Malaysia*. Malaysian Institute of Economic Research, Kuala Lumpur.
- Mohd Nor Hakim, Y., Mohd Rafi, Y., & Mohamed Dahlan, I. (2010). Business Advisory: A Study on selected Micro-sized SME's in Kelantan, Malaysia. *International Journal of Marketing Studies*, 2(2), 245–257.
- Mohd Nor Hakim, Y., & Mohd Rafi, Y. (2010). The government business support services in Malaysia: The evolution and challenges in the New Economic Model. *International Journal of Business and Management*, 5(9), 60–71.
- Mohd Hassan, M. O. (2007). Faktor-faktor yang mempengaruhi kejayaan usahawan kredit mikro di negeri Johor. Universiti Teknologi Malaysia.
- Moore, C. F. (1986). Understanding Entrepreneurial Behavior. In *Academy of Management Best Papers Proceedings. Forty-sixth Annual Meeting of the Academy of Management*, Chicago.



- Moreno, J.d.J. (2008). An empirical analysis of entrepreneurial opportunity identification and their decisive factors. The case of new Spanish firm. *International Journal of Entrepreneurship*, volume 12.
- Mueller, S. L., & Goic, S. (2002). Entrepreneurial potential in transition economies: A view from tomorrow's leaders. *Journal of Developmental Entrepreneurship*, 7(4), 399-414.
- Mueller, S.L., & Thomas, A.S. (2000). Culture And Entrepreneurial Potential: A Nine Country Study Of Locus Of Control And Innovativeness. *Journal Of Business Venturing*, 16, 51- 75.
- Munger, J., Purdy, W., & Artz, N. (2002). Development of a course in market opportunity analysis: A market-orientation to business education. *Journal of Entrepreneurship Education*, 5, 77-90.
- Musdiana M.,S., & Noor Zahirah M.,S. (2011). Rural entrepreneurship: A challenges and opportunities of rural micro enterprise (RME) in Malaysia. *Interdisciplinary Journal of Contemporary Research in Business*, March 2011, Vol 2, (No 11).
- Nahapiet, J., & Ghoshal, S. (1998). Social capital, intellectual capital, and the organizational advantage. *Academy of management review*, 23(2), 242-266.
- Neck, Christopher P., and Charles C. Manz. "Thought self-leadership: The impact of mental strategies training on employee cognition, behavior, and affect." *Journal of Organizational Behavior* 17.5 (1996): 445-467.
- Neisser, U. (1967). *Cognitive psychology*, Prentice Halls,(1<sup>st</sup> Ed.).
- Ninth Malaysia Plan. (2006-2010). Retrieved February 09, 2009, from <http://www.epu.gov.my>

- Nixdorff, J. L. (2008). *Unraveling the process: A qualitative study of entrepreneurial cognition in opportunity recognition*. The George Washington University.
- Nooteboom, B. and Gilsing, V.A. (2004), "Density and strength of ties in innovation networks: a competence and governance view", ERIM Report Series Research in Management, 19 January 2004, available at: <https://ep.eur.nl/handle/1765/1124> (accessed 30 July 2004).
- Norasmah Hj. Othman., Muhammad Hussin & Jamaludin Hj. Badusha. (2006). Aspirasi kerjaya keusahawanan mahasiswa di Universiti Kebangsaan Malaysia. *Jurnal Personalia Pelajar* 9(Jun): 21-40.
- Norasmah Othman, Hajjah Halimah Harun, Zaidatol Akmaliah Lope Pihie & Noraishah Buang. (2006). Pembentukan indeks tingkah laku keusahawanan golongan remaja Malaysia. Laporan akhir projek IRPA No. 07-02-02-0036 EA279.
- Norfaizah, Muna, Norlita, Zubair. (2008). *Entrepreneurial acculturation in Malaysia: Efforts and achieve*, Munich Personal RePEc Archive, Selangor International Islamic University College, Malaysia, Kuala Lumpur. No:8980.
- Norjaya, M. Y. (2004). *Marketing and non-marketing mix factors and brand equity: The case of Malaysia household electrical appliances*. Unpublished PhD Thesis, Universiti Sains Malaysia, Penang.
- Norusis, M. J. (1999). *SPSS for Windows (Versión 10.0). Base system user's guide*.
- Norziani, D., Mastura, J., & Siti Asma', M. R. (2015). Attitude and Entrepreneurial Intention among Rural Community: The Mediating Role of Entrepreneurial Opportunity Recognition. In *SHS Web of Conferences* (Vol. 18). EDP Sciences.

- Nunnally, J. C. 1978. The study of change in evaluation research: Principle concerning measurement, experimental designs and analysis. Dlm. Elmer, L.S. & Guttentag, M. (pnyt.). Handbook of evaluation research. Beverly Hills, California: Sage.
- O'connor, G. C., & Rice, M. P. (2001). Opportunity recognition and breakthrough innovation in large established firms. *California Management Review*, 43(2), 95-116.
- Olson, S. F., & Currie, H. M. (1992). Female entrepreneurs in a maledominated industry: personal value systems and business strategies. *Journal of Small Business Management*, 30(1), 49-57.
- Othman, A., & Nor Hayati, T. (2011). The Success Factors of Food Small Medium Entrepreneurs under The One District One Industry Programme : A Case on Food Manufacturing Entrepreneurs in Melaka. *Journal of Global Entrepreneurship*, 1(1), 44-64.
- Orwa, B. O. (2003). *An examination of factors that influence entrepreneurial identification process* University of Illinois , Urbana-Champaign.
- Osman, M. H. M. (2007). Faktor-faktor yang mempengaruhi kejayaan usahawan kredit mikro di negeri Johor. Universiti Teknologi Malaysia, Johor.
- Ostgaard, T. A., & Birley, S. (1994). Personal networks and firm competitive strategy—a strategic or coincidental match?. *Journal of Business venturing*, 9(4), 281-305.
- Ostgaard, T. A., & Birley, S. (1996). New venture growth and personal networks. *Journal of Business Research*, 36(1), 37-50.

- Othman, N., Sulaiman, M., Zainudin, N., & Hasan, Z. (2008). Entrepreneurial acculturation in Malaysia: Effort and achievements [Electronic Version]. Munich Personal RePEc Archive (MPRA) from Online at <http://mpra.ub.uni-muenchen.de/8980/>.
- Ozgen, E. (2003), "Entrepreneurial opportunity recognition: information flow, social and cognitive perspective", unpublished doctoral dissertation, Rensselaer Polytechnic Institute, Troy, NY.
- Ozgen, E. and Baron, R.A. (2007), "Social sources of information in opportunity recognition: effects of mentors, industry networks, and professional forums", *Journal of Business Venturing*, Vol. 22, pp. 174-92.
- Ozgen, E., & R. A. Baron. (2006). Social sources of information in opportunity recognition: Effects of mentors, industry networks, and professional forums. *Journal of Business Venturing*. Forthcoming.
- Peteraf, M. A. (1993). The cornerstones of competitive advantage: A resource-based view. *Strategic Management Journal*, 14(3), 179-191.
- Peterson, R. T. (1988). An analysis new product ideas in small business. *Journal of Small Business Management*, 26, 25-30.
- Pickle Hal, B., & Abrahamson Royce, L. (1990). Small business management. John Wiley and Sons.
- Pitt, L. F., & Kannemeyer, R. (2000). The role of adaptation in microenterprise development: A marketing perspective. *Journal of Developmental Entrepreneurship*, 5(2), 137-156.

Plummer, L. A., Haynie, J. M., & Godesiabois, J. (2007). An essay on the origins of entrepreneurial opportunity. *Small Business Economics*, 28(4), 363-379.

Pub. Co

Puhakka, V. (2002). *Entrepreneurial business opportunity recognition: Relationships between intellectual and social capital, environmental dynamism, opportunity recognition behavior, and performance*. Universitas Wasaensis.

Puhakka, V. (2005). The role of intellectual capital in opportunity recognition of entrepreneurs. *Oulu: University of Oulu, Department of Information Processing Science*.

Puhakka, V. (2006). Effects of social capital on the opportunity recognition process.

*Journal of Enterprising Culture*, 14(02), 105-124.

Rae, D. (2006), "Entrepreneurial learning: a conceptual framework for technology-based enterprise", *Technology Analysis & Strategic Management*, Vol. 18 No. 1, pp. 39-56.

Rahim, H. L., Mohtar, S., & Ramli, A. (2015). The Effect of Social Entrepreneurial Behaviour Towards Organizational Performance: A Study on Bumiputera Entrepreneurs in Malaysia. *International Academic Research Journal of Business and Technology*, 1(2), 117–125.

Rahmah I. & Noorasiah S. (2007). Technical efficiency in Malay manufacturing firms.

*Journal of Business and Society*, Vol 8(No.2).

Rauch, A., & Frese, M. (2007). Let's put the person back into entrepreneurship research: A meta-analysis on the relationship between business owners' personality traits, business creation, and success. *European Journal of Work and Organizational Psychology*, 16(4), 353-385.

- Rauch, A., & Frese, M. (2007). Born to be an entrepreneur? Revisiting the personality approach to entrepreneurship. *The Psychology of Entrepreneurship*, 41-65.
- Ray, G., Barney, J. B., & Muhanna, W. A. (2004). Capabilities, business processes, and competitive advantage: choosing the dependent variable in empirical tests of the resource-based view. *Strategic Management Journal*, 25(1), 23-37.
- Ray, S. & Cardozo, R. (1996). Sensitivity and creativity in entrepreneurship opportunity recognition: A framework for empirical investigation. Presented at the Sixth Global Entrepreneurship research Conference, Imperial College, London.
- Ray, S., & Cardozo, R. (1995). Modeling the opportunities identification process for entrepreneur and corporate venturing. In Proceeding of PDMA Conference.
- Razif, M. (2006). 'YDP Persatuan Kontraktor Kelas F Kuala Lumpur: Help real contractors'. 8 December 2006, Ronnieu's blog, online. Retrieved 25 February 2009, from <http://colour-blind.org/wordpress/?p=82>.
- Reese, P. R., & Aldrich, H. E. (1995). Entrepreneurial networks and business performance. *International Entrepreneurship, London*, New York, 109-123.
- Reitan, B. (1997, June). Where do we learn that entrepreneurship is feasible, desirable, and/or profitable. In *ICSB World Conference* (pp. 21-24).
- Reynolds, C. W. (1999, March). Steering behaviors for autonomous characters. In *Game developers conference* (Vol. 1999, pp. 763-782).
- Robert A. Baron and M. D. Ensley (2006). "Opportunity Recognition as the Detection of Meaningful Patterns: Evidence from Comparisons of Novice and Experienced Entrepreneurs." *Management Science* Vol. 52(No. 9, September 2006,): pp. 1331–1344.

- Roberts, E. (1991). *Entrepreneurs in high technology. Lessons from MIT and beyond.* New York. Oxford University Press.
- Robinson, P. B., Stimpson, D. V., Huefner, J. C., & Hunt, H. K. (1991). An attitude approach to the prediction of entrepreneurship. *Entrepreneurship Theory and Practice*, 15(4), 13-31.
- Rogers, E. M., & Shoemaker, F. F. (1971). *Communications of innovations.* New York-London.
- Rohaty, M. M., & Kamishah, S. (2011). Personaliti dan Ciri-ciri Usahawan Melayu yang Berjaya. In O. Norasmah, H. Halimah, & R. A. R. Radin Siti Aishah (Eds.), *Keusahawanan Pemangkin Kecemerlangan Negara dan Kelestarian Hidup* (pp. 99–112). Bangi, Selangor: Fakulti Pendidikan, Universiti Kebangsaan Malaysia.
- Romanelli, E. (1989). Environments and strategies of organization start-up: Effects on early survival. *Administrative Science Quarterly*, 369-387.
- Ronstadt, R. (1988). "The Corridor Principle." *Journal of Business Venturing*, 3(1), 31-40.
- Roscoe, J. T. (1975). *Fundamental research statistics for the behavioral sciences* (2nd Ed.). New York: Holt, Rinehart and Winston.
- Roth, P. L. & BeVier, C. A. (1998). Response Rates in HRM/OB Survey Research: Norms and Correlates, 1990-1994. *Journal of Management*, 24(1), 97-117.
- Rotter, J. B. (1966). "Generalized expectancies for internal versus external control of reinforcement". *Psychological Monographs : General and Applied*, 80(1).
- Rumelt, R. P. (1987). Theory, strategy, and entrepreneurship. *The competitive challenge*, 137, 158.

- Rumelt, R. P. (1991). How much does industry matter? *Strategic Management Journal*, 12(3), 167-185.
- Saks, N. t., & Gaglio. C. M. (2002). Can opportunity identification be taught? *Journal of Enterprising Culture*, Vol 10(No 4 (December), 313-347.
- Salleh.M. M., & Sidek. N. Z. M. (2011). Rural entrepreneurship: A challenges and opportunities of rural micro enterprise (RME) in Malaysia. *Interdisciplinary Journal of Contemporary Research in Business*, March 2011, Vol 2, (No 11).
- Salmah Ishak, Norasmah Hj. Othman & Noraishah Buang. 2007. Keusahawanan Kerjaya Pilihan Sepanjang Hayat. Proceedings of International Conference on Lifelong Learning, hlm. 403-413.
- Sambasivan, M., Abdul, M. and Yusop, Y. (2009), "Impact of personal qualities and management skills of entrepreneurs on venture performance in Malaysia: opportunity recognition skills as a mediating factor", *Technovation*, Vol. 29 No. 11, pp. 798-805. doi:10.1016/j.technovation.2009.04.002
- Sapienza, H. J., Manigart, S., & Vermeir, W. (1996). Venture capitalists governance and value added in four countries. *Journal of Business Venturing*, 11(6), 439-469.
- Sarasvathy, S. (2001). "Causation and Effectuation: Toward a Theoretical Shift from Economic Inevitability to Entrepreneurial Contingency", *Academy of Management Review* 28(2), 243–263.
- Sarasvathy, S. D., Dew, N., Velamuri, S. R., & Venkataraman, S. 2003. Three views of entrepreneurial opportunity. In Z. J. Acs & D. B. Audretsch (Eds.), Handbook of entrepreneurship research: An interdisciplinary survey and introduction, Vol. 1: 141-160. Boston, Dordrecht: Kluwer Academic Publishers.



- Sathe, V. (1989). Fostering entrepreneurship in the large, diversified firm. *Organizational Dynamics*, 18(1), 20-32.
- Schenkel, M. T. (2005). *New enterprise opportunity recognition: Toward a theory of entrepreneurial dynamism* (Doctoral dissertation, University of Cincinnati).
- Schere, J. (1982). "Tolerance of ambiguity as a discriminating variable between entrepreneurs and managers". Academy of Management Best Paper Proceedings, 42, 404-8.
- Schorr, F. (2008). *Becoming a successful entrepreneur: A phenomenological study*, Faculty of Alliant International University, Marshall Goldsmith School of Management, San Francisco Campus (Vol. Doctor of Philosophy). San Francisco: Alliant International University.
- Schumpeter, J. 1934. *Theory of economic development: An inquiry into profits, capital, credit, interest and the business cycle*. Cambridge: Harvard University Press.
- Schumpeter, J. A. (1942). 1976. *Capitalism, Socialism and democracy*. New York. Harper and Row.
- Schumpeter, J. A. (1943). 2003. *Capitalism, Socialism and Democracy*. London. Allen and Unwind.
- Schumpeter, J., 1934. *Capitalism, Socialism, and Democracy*. Harper & Row, New York.
- Schumpeter, J. A. (1961). *The theory of economic development: An inquiry into profits, capital, credit, interest, and the business cycle*. Oxford University Press, pp: 255.
- Schwartz G. R., & Teach D. R.(2000). A Model of Opportunity Recognition and Exploitation: An Empirical Study of Incubator Firms. *Journal of Research in Marketing & Entrepreneurship* Vol.2 (2).

Sharifah Nor, P., & Romy, A. K. (2011). Pendidikan Keusahawanan dalam Mata Pelajaran Vokasional (MPV) Sekolah Menengah Harian. In O. Norasmah, H. Halimah, & R. A. R. Radin Siti Aishah (Eds.), *Keusahawanan Pemangkin Kecemerlangan Negara dan Kelestarian Hidup* (pp. 1–16). Bangi, Selangor: Fakulti Pendidikan, Universiti Kebangsaan Malaysia.

Sekaran (2003). *Research Methods for Business: A Skill Building Approach*. (5<sup>th</sup> ed.). New York: John Wiley & Sons, Inc.

Sexton, D. L., & Bowman, N. (1986). The entrepreneur: A capable executive and more. *Journal of Business Venturing*, 1(1), 129-140.

Shackle, G. (1982). *Imagination and the nature of choice*. Edinburgh: Edinburgh University Press.

Shafie, S., & Fakhrul Anwar, Z. (2011). Psychological traits and business performance of entrepreneurs in small construction industry in Malaysia. *International Business and Management*, Vol. 2 (No. 1), pp. 170-185.

Shane, S. & Venkataraman, S. (2000). The promise of entrepreneurship as a field of research. *Academy of Management Review*, 25, 217-226.

Shane, S. (2000). "Prior Knowledge and the Discovery of Entrepreneurial Opportunities," *Organization Science* 11(4), 448–469.

Shane, S. (2001). Technology opportunities and new firm creation. *Management Science*. 47(2) 205-2.

Shane, S. (2001). Technology regimes and new firm formation. *Management Science*, 47(9), 1173-1190.

Shane, S. (2003). *The Individual-Opportunity Nexus Approach to Entrepreneurship*. Aldershot, Edward Elgar, UK.

- Shane, S. and Venkataraman, S. (2000). The promise of entrepreneurship as a field of research, *Academy of Management Review*, 25: 217–226.
- Shane, S., & Venkataraman, S. (2001). Entrepreneurship as a field of research: A response to Zahra and Dess, Singh, and Erikson. *Academy of Management Review*, 26(1), 13-16.
- Shane, S., (1999). Prior knowledge and the discovery of entrepreneurial opportunities. *Organization Science*. 11 (4), 448–469.
- Shapiro, A. (1975). The displaced, uncomfortable entrepreneur. *Psychology Today*, 9(6), 83-88.
- Sharifah Nor, P., & Romy, A. K. (2011). Pendidikan Keusahawanan dalam Mata Pelajaran Vokasional (MPV) Sekolah Menengah Harian. In O. Norasmah, H. Halimah, & R. A. R. Radin Siti Aishah (Eds.), *Keusahawanan Pemangkin Kecemerlangan Negara dan Kelestarian Hidup* (pp. 1–16). Bangi, Selangor: Fakulti Pendidikan, Universiti Kebangsaan Malaysia.
- Shaver, K. and Scott, L. R. (1991). Person, process, Choice: The Psychology of New Venture Creation. *Entrepreneurship Theory and Practice*, 16(2): 23-45.
- Shaver, K. G., & Scott, L. R. (1991). Person, process, choice: The psychology of new venture creation. *Entrepreneurship Theory and Practice*, 16 (2), 23-45.
- Shepherd, D. A., & DeTienne, D. R. (2005). Prior knowledge, potential financial reward and opportunity identification. *Entrepreneurship Theory and Practice*, 91–112.
- Sherer, S. (2003), “Critical success factors for manufacturing networks as perceived by network coordinators”, *Journal of Small Business Management*, Vol. 41 No. 4, pp. 325-39.

- Shome, A., & Hamidon, S. (2009). The contradiction of entrepreneurship through affirmative action: The case of Malaysia. *The Copenhagen Journal of Asian Studies* 27(1), 38-66
- Shukor Omar. (2003). *The Malay Lost World with Emphasis on Entrepreneurship*. Selangor: Anzagain Sdn.Bhd.
- Sidek, S., & Zainol, F. A. (2011). Psychological traits and business performance of entrepreneurs in small construction industry in Malaysia. *International Business and Management* Vol. 2 (No. 1), pp. 170-185.
- Sigrist, B. (1999). Entrepreneurial opportunity recognition. Paper presented at the Annual UIC/AMA symposium at Marketing/entrepreneurship Interface, Sofia-Antipolis, France.
- Simon, H. A. (1976). *Administrative behavior* (3<sup>rd</sup> ed.). New York: Free Press.
- Singh, J. (1988). Consumer complaint intentions and behavior: definitional and taxonomical issues. *The Journal of Marketing*, 93-107.
- Singh, J. (2000). Performance productivity and quality of frontline employees in service organizations. *Journal of Marketing*, 64(2), 15-34.
- Singh, R. (1998). Redefining psychological contracts with the US work force: A critical task for strategic human resource management planners in the 1990s. *Human Resource Management*, 37(1), 61-69.
- Singh, R. (2000). *Entrepreneurial Opportunity Recognition through Social Networks*. Garland Publishing, Inc. Taylor and Francis Group. New York.
- Singh, R. P. (2001). A comment on developing the field of entrepreneurship through the study of opportunity recognition and exploitation. *Academy of Management Review*, 26(1), 10-12.

- Singh, R. P., Hybels, R. C., & Hills, G. E. (2000). Examining the role of social network size and structural holes. *New England Journal of Entrepreneurship*, 3(2), 47.
- Singh, R., G. Hills, R. Hybels, G. Lumpkin. (1999). Opportunity recognition through social network characteristics of entrepreneurs. P. Reynolds, W. Bygrave, S. Manigart, C. Mason, G. Meyer, H. Sapienza, K. Shaver, eds. *Frontiers of Entrepreneurship Research*. Babson College, Babson Park, MA, 228–241.
- Singh, R., Hills, H., Lumpkin, G.T., 1999. Examining the role of self-perceived entrepreneurial alertness in the opportunity recognition process. Presented at the 13th UIC/AMA Symposium on Marketing and Entrepreneurship Interface, Nice, June.
- SMIDEC (Small and Medium Industries Development Corporation). (2008). <http://www.smidec.gov.my>.
- Smith, A. (1776). *An inquiry into the nature and causes of the wealth of nations*. Chicago : IL, University Of Chicago Press, (1976).
- Smith, B. R., Matthews, C. H., & Schenkel, M. T. (2009). Differences in entrepreneurial opportunities: The role of tacitness and codification in opportunity identification\*. *Journal of Small Business Management*, 47(1), 38-57.
- Spector, P. E. (1988). Development of the work locus of control scale. *Journal of Occupational Psychology*, 61(4), 335-340.
- Stevenson, H. H. & Jarillo, J. C. (1990). A paradigm of entrepreneurship: Entrepreneurial management. *Strategic Management Journal*, 11(4): 17-27.
- Stevenson, H. H., Roberts, M. J., and Grousbeck, H. I. (1985). *New Business Ventures and the Entrepreneur*, Homewood, IL: Irwin.

- Stevenson, H., Roberts, M., & Grousbeck, H. (1989). *Managing growth. New business venture and the entrepreneur* (3<sup>rd</sup> Ed.). Homewood, IL : Richard D. Irwin, Inc.
- Stevenson, H.H. & Gumpert, D.E. (1985). The heart of entrepreneurship. *Harvard Business Review*, 63, 85-94.
- Stewart Jr, W. H., Carland, J. C., Carland, J. W., Watson, W. E., & Sweo, R. (2003). Entrepreneurial dispositions and goal orientations: A comparative exploration of United States and Russian entrepreneurs. *Journal of Small Business Management*, 41(1), 27-46.
- Stewart, T. A. (1997). *Intellectual capital: The new wealth of nations*. Doubleday/Currency, New York
- Stiegler, G. J. (1952). *The Theory of Price*. New York: MacMillan.
- St-Jean, E. (2011), "Opportunity recognition for novice entrepreneurs: The benefits of learning with a mentor", *Academy of Entrepreneurship Journal*, Vol 17, No 2.
- Tang, J., Kacmar, K. M. (Micki), & Busenitz, L. (2012). Entrepreneurial alertness in the pursuit of new opportunities. *Journal of Business Venturing*, 27(1), 77–94.  
doi:10.1016/j.jbusvent.2010.07.001
- Tang, J., Kacmar, K. M., & Busenitz, L. (2010). Entrepreneurial alertness in the pursuit of new opportunities. *Journal of Business Venturing*.  
doi:10.1016/j.jbusvent.2010.07.001
- Teach, R.D., R.G. Schwartz and F. A. Tarpley. (1989). The recognition and exploitation of opportunity in the Software Industry: A study of surviving firms. *Frontiers of Entrepreneurship Research*. Wellesley, MA: Babson College.
- Teece, D. J, Pisano, G., & A. Shuen (1997), "Dynamic Capabilities and Strategic Management," *Strategic Management Journal* Vol. 18, No.7, pp.509-33.

Tenth Malaysia Plan, (2010). Retrieved December 30, 2009, from

<http://www.epu.gov.my>

Tenth Malaysia Plan, (2010). Retrieved January 05, 2010, from <http://www.epu.gov.my>

Tenth Malaysia Plan. (2006-2010). Retrieved January 11, 2010, from  
<http://www.epu.gov.my>

Tenth Malaysia Plan. (2011-2015). Retrieved March 06, 2011, from

<http://www.epu.gov.my>

The Economic Planning Unit (2008). Mid-term review of the Ninth Malaysia Plan 2006-2010: Prime Minister's Department. Putrajaya.

The Economic Planning Unit (2010). Tenth Malaysia Plan 2011-2015: Prime Minister's Department. Putrajaya

The Economic Planning Unit, Prime Minister Department (2008). Mid-term review of the Ninth Malaysia plan 2006-2010. Putrajaya

Thomsen, S. (2000). An examination of nonresponse in a work environment questionnaires mailed to psychiatric health care personnel. *Journal of Occupational Health Psychology*, 5(1), 204-210.

Timmons, J. A. (1994b). Opportunity recognition : The search for higher-potential venture. In W. D. Bygrave (Ed.), *The Portable MBA in Entrepreneurship* (pp, 26-54). New York.

Timmons, J. A. 1999. *New venture creation: Entrepreneurship for the 21st century* (5th ed.). Boston: Irwin/McGraw-Hill.

Timmons, J. A., Spinelli, S. (2000), *New Venture Creation, Entrepreneurship for the 21st Century*, McGraw-Hill, Irwin, Boston

Timmons, Jeffrey A., Daniel F. Muzyka, Howard H. Stevenson, and William D.

Bygrave (1987), "Opportunity Recognition: The Core of Entrepreneurship," in  
Frontiers of Entrepreneurship Research, Neil C. Churchill, Ed.

*Transformation to the New Economic Model*. SME Annual Report 2009/2010. National  
SME Development Council.

Tsai, W., & Ghoshal, S. (1998). Social capital and value creation: The role of intra firm  
networks. *Academy of Management Journal*, 41(4), 464-476.

Tsikriktsis, N. (2005). A review of techniques for treating missing data in OM survey  
research. *Journal of Operations Management*, 24(1), 53-62.

Tsui, A.S., Ashford, S.J., Clair, L.S., & Xin, K.R. (1995). Dealing with discrepant  
expectations: Response strategies and managerial effectiveness. *Academy of  
Management Journal*, 38 (6), 1515-1543.

Tversky, A., & Kahneman, D. (1974). Judgment under uncertainty: Heuristics and  
biases. *Science*, 185(4157), 1124-1131.

Ucbasaran, D. & Westhead, P. (2002). Does entrepreneurial experience influence  
opportunity identification? Frontiers of Entrepreneurship Research, Proceedings  
of the Babson-Kauffman Entrepreneurship Research Conference. Wellesley,  
MA: Arthur M. Blank Center for Entrepreneurship, Babson College. Van de  
Ven, A. H. 1992.

Ucbasaran, D., Westhead, P., & Howorth, C. A. (2000). Habitual entrepreneurs: human  
capital, opportunity search and learning.

Ucbasaran, D., Westhead, P., & Wright, M. 2001. The focus of entrepreneurial research:  
Contextual and process issues. *Entrepreneurship: Theory & Practice*, 25(4): 57-  
70.



- Umami Salwa, A. B. (2010). Entrepreneurial Growth Process of Malay Entrepreneurs-A Malaysian. *International Journal of Business and Social Science*, 1(3), 206–218.
- Usahawan Sukses (Januari 2002), Datuk Maznah Unggul Terajui Perniagaan, Pustaka Wira Sdn Bhd.
- Usahawan Sukses (Januari 2002), Haji Mohammad Noor Ariff, Pasarkan Makanan Ringan dari Timur Tengah Berkat Sabar dan Gigih, Pustaka Wira Sdn Bhd.
- Venkataraman, S., 1997, 'The Distinctive Domain of Entrepreneurship Research', in J. A. Katz (ed.), *Advances in Entrepreneurship, Firm Emergence and Growth*, Vol. 3, Greenwich, CT: JAI Press, pp. 119–138.
- Verhuel, I. and Thurik, R. (2001), "Start-up capital: does gender matter?", *Small Business Economics*, Vol. 20 No. 4, pp. 443-76.
- Vesalainen, J., & Pihkala, T. (1998). Motivation and entrepreneurial intentions. University of Vaasa.
- Vesper, K. (1980). *New Venture Strategies* Prentice Hall. Englewood Cliffs, NJ.: Prentice Hall.
- Vesper, K. H. (1993). *New venture mechanics*. Prentice Hall.
- Vesper, K. H. 1996. *New Venture Experience*. (Revised ed). Seattle, WA : Vector Books.
- Virtanen, M. (1997, June). The role of different theories in explaining entrepreneurship. In *Entrepreneurship: The engine of global economic development. Journal of Best Papers of the 42nd World Conference, International Council for Small Business*.
- Von Hippel, E. (1994). "Sticky Information" and the locus of problem solving : Implications for innovations. *Management Sciences*, 40(4), 429-439.

- Von Hippel, E. (1988). *The sources of innovation*. New York, Oxford University Press.
- Wang, Y.L., Ellinger, A.D. & Jim Wu, Y.C. (2013). Entrepreneurial opportunity recognition: An empirical study of R&D personnel. *Management Decision*, Vol. 51 No. 2, pp.248-266. doi:10.1108/00251741311301803
- Ward, L., Smith, S., & Vaid, J. (Eds.). (1997). *Creative thought*. Washington, American Psychology Association.
- Weick, K. E. (1979). *The Social Psychology of Organizing* (Reading MA: Addison-Westley, 1st.
- Weick, K. E. 1979. *The social psychology of organizing*. Reading, MA: Addison-Wesley
- Wernerfelt, B. (1984). A resource-based view of the firm. *Strategic Management Journal*, 5(2), 171-180.
- Westhead, P. (Ed.). (2000). *Advances in entrepreneurship*. Edward Elgar Pub.
- Whittington, R. (1993). *What is strategy-and does it matter?.* Routledge, London.
- Wilson, F., J. Kickul and D. Marlino, 2007. Gender, entrepreneurial self-efficacy and entrepreneurial career intentions: Implications for entrepreneurship education. *Entrepreneurship Theory Practice*, 31: 387-401.
- Woo, C. Y., Folta, T., & Cooper, A. C. (1992). Entrepreneurial search: Alternative theories of behavior. *Frontiers of Entrepreneurship Research*, 12, 31-41.
- Wood, R. & Bandura, A. 1989. Social cognitive theory of organizational management. *Academy of Management Review*, 14(1): 361-384.
- Wu, S., Matthews, & Dagher, G. K. (2007). Need for achievement, business goals, and entrepreneurial persistence. *Management Research News*, 30(12), 928-941.

- Yusof, M., Manjit Singh Sandhu, D., & Jain, K. K. (2008). Entrepreneurial Inclination Of University Students: A Case Study Of Students At Tun Abdul Razak University (Unitar). *Unitar E-Journal*, Vol.4(No. 1, January 2008).
- Yusoff, M. N. H. B., & Yaacob, M. R. B. (2010). The Government Business Support Services in Malaysia: The evolution and challenges in the New Economic Model. *International Journal of Business and Management*, Vol. 5 (No. 9; September 2010).
- Zaheer, A., B. McEvily and V. Perrone, 1998, 'Does trust matter? Exploring the Effects of Interorganizational and Interpersonal Trust on Performance', *Organization Science* 9, 141–159.
- Zaidatol Akmaliah, L. P., & Afsaneh, B. (2011). Malay Secondary School Students' Entrepreneurial Attitude Orientation and Entrepreneurial Self-efficacy: A Descriptive Study. *Journal of Applied Sciences*, 11(2), 316–322.
- Zaidatol Akmaliah, L. P., & Afsaneh, B. (2011). Malay Students ' Entrepreneurial Attitude and Entrepreneurial Efficacy in Vocational and Technical Secondary Schools of Malaysia. *Pertanika Journal of Social Science & Humanities*, 19(2), 433–447.
- Zainol, F. A., & Daud, W. N. W. (2011). Indigenous (“*Bumiputera*”) Malay entrepreneurs in Malaysia: Government supports, entrepreneurial orientation and firms performances. *International Business and Management*, Vol 2(No. 1), 86-99.
- Zhao, H., S.E. Seibert and G.E. Hills, 2005. The mediating role of self-efficacy in the development of entrepreneurial intentions. *Journal Applied Psychology*., 90: 1265-1272.

Zikmund, W.G., Babin, B.J., Carr, J.C. & Griffin, M. (2010). Business Research Methods (8th ed.). USA: South-Western, Cengage Learning.

Zucker, L. (1986), "Production of trust: institutional sources of economic structure 1840-1920", in Cummings, L.L. and Staw, B.M. (Eds), Research in Organizational Behavior, Vol. 8, JAI Press, Greenwich, CT, pp. 53-111.

