

**RELATIONSHIP BETWEEN PSYCHOLOGICAL
CHARACTERISTICS AND ENTREPRENEURIAL SUCCESS:
A STUDY OF WOMEN ENTREPRENEURS IN MALAYSIA**

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**UNIVERSITI UTARA MALAYSIA
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**RELATIONSHIP BETWEEN PSYCHOLOGICAL
CHARACTERISTICS AND ENTREPRENEURIAL SUCCESS:
A STUDY OF WOMEN ENTREPRENEURS IN MALAYSIA**

**A Thesis submitted to the Faculty of Business Management
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**By
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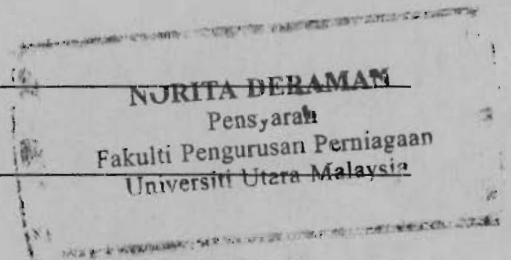
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ABSTRACT

The topic of this paper is relationship between psychological characteristics and entrepreneurial success: A study of women entrepreneurs in Malaysia. The main purpose of this study are to investigate the relationship between psychological characteristics and entrepreneurial success among women entrepreneurs in Malaysia, and to determine which psychological characteristics that more dominant in terms of influent the women entrepreneurial success. This study was conducted among 150 women entrepreneurs in Malaysia that were listed in USAHANITA's website only. The finding obtained from this study indicated that there was a significant (2 tailed significant) positive relationship between two variables of psychological characteristics (need for achievement and locus of control) and entrepreneurial success. Meanwhile, the results also indicated that variable need for achievement contributes high influence to women entrepreneurial success.

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CHAPTER ONE

INTRODUCTION

1.0 BACKGROUND OF THE STUDY

Entrepreneurship is a decisive factor in order for today's economy of knowledge to attain its competitive and dynamic character. It is the driving force for the achievement of economic development and job creation, contributing at the same time to personal development and effectively dealing with numerous pathogenic social phenomena (Sarri, and Trihopoulou, 2005). Moreover, as Thurik and Wennekers (2004) stated, "in today's world small businesses, and particularly new ones, are seen more than ever as a vehicle for entrepreneurship, contributing not just to employment, social and political stability, but also to innovative and competitive power".

Starting a new firm is a very important decision to an individual, which is become the focal point in the investigation of entrepreneurship regarding individual's qualities as an entrepreneur. Casson (1982) emphasized the characteristics typical the successful entrepreneurs are the ability to take risks, innovativeness, knowledge of how the market functions, manufacturing know-how, marketing skills, business management skills, and the ability to co-operate.

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