

Voice of Academia

Academic Series of Universiti Teknologi MARA Kedah

VoA
Volume 15 Issue 3
December 2019

COMMITTEE PAGE

VOICE OF ACADEMIA

Academic Series of Universiti Teknologi MARA Kedah

Chief Editor

Junaida Ismail

*Faculty of Administrative Science and Policy Studies,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Editorial Team

Aishah Musa

*Academy of Language Studies,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Syahrini Shawalludin

*Faculty of Art and Design,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Khairul Wanis Ahmad

*Facility Management & ICT Division,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Siti Natasha Mohd Yatim

*Research And Industrial Linkages Division,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Azida Hashim

*Research And Industrial Linkages Division,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Editorial Board

Professor Dr M. Nauman Farooqi
*Faculty of Business & Social Sciences,
Mount Allison University, New Brunswick, Canada*

Professor Dr Kiyemet Tunca Caliyurt
*Faculty of Accountancy,
Trakya University, Edirne, Turkey*

Professor Dr Diana Kopeva
*University of National and World Economy,
Sofia, Bulgaria*

Associate Professor Dr Roshima Said
*Faculty of Accountancy,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Associate Professor Dr Zaherawati Zakaria
*Faculty of Administrative Science and Policy Studies,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Dr Kamarudin Othman
*Department of Economics, Faculty of Business Management,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Dr Kardina Kamaruddin
*Department of Management, Faculty of Business Management,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Dr Azlyn Ahmad Zawawi
*Faculty of Administrative Science and Policy Studies,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Content Reviewer

Professor Dr Sivamurugan Pandian
Universiti Sains Malaysia

Dr Siti Zuliha Razali
Universiti Sains Malaysia

Dr Mahadir Ladisma @ Awis
Universiti Teknologi MARA

Prof Madya Dr Asmadi Ghazali
Universiti Teknologi MARA

Dr Wan Irham Ishak
Universiti Teknologi MARA

Aishah Musa
Universiti Teknologi MARA

Samsiah Bidin
Universiti Teknologi MARA

e-ISSN: 2682-7840



Copyright © 2019 by the Universiti Teknologi MARA, Kedah

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or any means, electronic, mechanical, photocopying, recording or otherwise, without prior permission, in writing, from the publisher.

© Voice of Academia is jointly published by the Universiti Teknologi MARA Caawangan Kedah, Malaysia and Penerbit UiTM (UiTM Press), Universiti Teknologi MARA Malaysia, Shah Alam, Selangor.

The views, opinions and technical recommendations expressed by the contributors and authors are entirely their own and do not necessarily reflect the views of the editors, the Faculty or the University.

TABLE of CONTENTS

| | |
|--|----------------|
| The Antecedents For Homelessness In Bukit Bintang, Kuala Lumpur, Malaysia Mohd Ramlan Mohd Arshad ¹ , Nurul Fatin Madzlan ² , Nurhafizah Mawi ³ & Mohd Nazir Rabun ⁴ | 1 - 10 |
| Pembentukan Pengukuran Penggunaan Whatsapp Dalam Kalangan Kakitangan Organisasi Che Su Mustafa ¹ , Nuredayu Omar ² , Che Hasniza Che Soh ³ | 11 - 31 |
| Integriti Pengguna Media Sosial Intan Syahriza Azizan ¹ , Shahriza Ilyana Ramli ² , Junaida Ismail ³ | 32 - 44 |
| The Effects Of Human Resource Practices, Knowledge-Oriented Leadership And Organisational Innovation Towards Fourth Industrial Revolution: A Review And Research Agenda Choong Yuen Onn ¹ , Au Yong Hui Nee ² , Charles Ramendran SPR ³ | 45 - 49 |
| Kajian Kes: Sosio Ekonomi Penduduk Projek Perumahan Rakyat (Ppr) Paya Nahu, Sungai Petani Kedah. Azlyn Zawawi ¹ , Intan Syahriza Azizan ² , Irwana Nooridayu Muhamad Hakimi ³ , Noorayuni Rusli ⁴ , Noorlailahusna Mohd Yusof ⁵ , Nurulaini Zamhury ⁶ | 50 - 58 |
| Touch Lib@: Humanising A Library Attendance System In A Postgraduate Academic Institution Hasniza Amno ¹ , Mohd Jamil Kasim ² , Siti Fatimah Hashim ³ , Md Naim Salis @ Saleh ¹ , Bakiah Shahrudin ⁴ | 59 - 64 |
| The Impact Of Networking Among Women Entrepreneurial Success Shamsul Hana Abd Rani ¹ , Norashidah Hashim ² , Shamsul Huda Abd Rani ³ | 65 - 71 |
| Tokoh Pahlawan Kedah; Dato' Seri Paduka Raja Laksamana Wan Ismail Serta Perkaitannya Dengan Panglima Ismail Dan Panglima Tok Rashid; Panglima Pembawa Silat Cekak Dalam Persejarahan Negeri Kedah Sepanjang 1800 – 1925 Shukri Janudin dan Zaimilah Yusoff | 72 - 95 |

THE IMPACT OF NETWORKING AMONG WOMEN ENTREPRENEURIAL SUCCESS

Shamsul Hana Abd Rani ¹, Norashidah Hashim ², Shamsul Huda Abd Rani ³

^{1,2,3} School of Business, Universiti Utara Malaysia, Sintok, Kedah

ARTICLE INFO

Article history:

Received December 2019

Received in revised form

Accepted December 2019

Published December 2019

Keywords:

Women entrepreneur, networking,
entrepreneurial success

ABSTRACT

The success among entrepreneurs are said to be influence by many factors which is one of the main contribution is their networking. Networking play a major role in determining how far the business can expand. Women entrepreneurs are usually considered nearby friends and family in their circle of network. Thus, the study would examine either the networking gives impact to the success among women entrepreneurs in Malaysia. The result revealed that networking is very important to help women expand their business. Besides, through networking, women entrepreneur also gained so much benefits in terms of entrepreneurial activities such as learned skills and also support from people surround them. Therefore, the study results are significant to guide researchers with hope that it will enhance their understanding on the important of having good network in order to become a successful entrepreneur.

©2019 UiTM Kedah. All rights reserved.

1. Introduction

According to the report conducted by the Global Entrepreneurship Monitor (GEM) 2015, women's entrepreneurship played a big role in contributing to the development of economy and poverty reduction all over the world. In fact, the involvement of women is very important to mobilize the economic model that indirectly creates more opportunities for them through the involvement in entrepreneurship, which is more competitive and profitable (Utusan Malaysia, 9th March 2014). The increase of women's involvement in entrepreneurship is a good development where it shows that women have start to take the opportunity to empower themselves to become a national economic contributor. In another word, the development of the country will remain stagnant without the involvement of women in entrepreneurship field (Karim, & Azmi, 2008). However, most of women companies are still in small or micro size (Yusof, 2017). In fact, women's businesses are likely to be unregistered under micro enterprise which operate in the home or temporary premises with fewer or no employees and the business usually has limited capital for expansion (The Star, 24th Oct 2016). Since the success among women entrepreneurs is still considered as low, there is a need to investigate the factors that might contribute to their success in order to alleviate the numbers of successful women entrepreneur.

In another study, Chitra (2014) has argued that by having strong and effective network, it

will encourage women to be more successful. In fact, networking appears to be very important for the growth of women-owned business (Jiang et al., 2012). Practically, the development of women entrepreneurs in Malaysia is delayed because of the networking issue (Utusan Malaysia, 9th December 2016). However, due to the multiple roles and overloaded responsibilities with business and families, women entrepreneurs do not have enough time to join beneficial activities. As a consequence, it will limit their knowledge of surroundings, networking and reduced their opportunities to exploit advantages, which will make them far from becoming successful entrepreneurs. Due to that reason, there is a need to study the relationship between networking involvement and nonfinancial outcomes (Pollack, Coy & Green, 2013).

2.Literature Review

2.1 Networking

Network can be referred to formal or informal links to resources or individual, while networking is a process which individual or organization connect with others for ideas or resources (Jack et al., 2010). According to Mitchell (1969) cited by O'Donnell, Gilmore and Cummins (2001), networks involve potential members who expectedly to give specific support or services to the entrepreneurs. The potential members may be someone they know in their circle or they might not know. Network ties can be either weak or strong tie, whereby the tie strength involves the intensity of the relationship between people in that network (Kheng, 2012). The network ties help entrepreneurs to run business smoothly as the strong ties refer to those who have close relationship (friends and family) with the entrepreneurs (Lutz, 2014). It is supported by Fischer (2010), which stated strong ties of networks are referred to the immediate circle such as friend and family and it indicates the survival of business. On the other hand, weak ties referred to the people/group that entrepreneur seldom contacts or interact with (Kheng,2012). Informal networking is usually formed unofficially, accidentally or spontaneously. Informal networks are also called social networks, which comprise of the relation with family, friends or colleagues (Bird, 1986). Besides, the informal networks are usually associated with strong ties among entrepreneurs such as a connection with family and friends (Smith & Lorke, 2008). According to Kheng (2012) informal/social network referred to personal contacts that help entrepreneurs not only to maintain their social identity but also gives them emotional support, information, services as well as new social contacts. As mentioned earlier, women seem to face more difficulties in business compared to male entrepreneurs due to their multiple roles and responsibilities. It is supported by Fischer (2010) who stated women are more difficult to join any formal networks since the biggest inhibitor is time constraints. Similarly, Bari (2015) claimed that women tend to include social network such as family, friends and relatives in the business, because it provides them with emotional and social support. Even though strong ties have been said as women's drawback (Foss, 2010), yet it has been proved that strong ties did help women in achieving their success (Chitra, 2014). As for this present study, networking refers to informal networking, which consists of friends and family members. It is because women entrepreneurs usually use their informal contacts such as family and friends as the sole source for their support in business (Lutz, 2014).

2.2 Women Entrepreneurial Success

The easiest way of defining entrepreneurial success is through tangible elements such as profitability, sustainability, personal wealth creation, revenue or a firm's growth as well as turnover (Perren, 1999). According to Thompson (2004), successful entrepreneurs have the ability to create a strategic position by managing their resource to meet and satisfy the expectations of stakeholder.

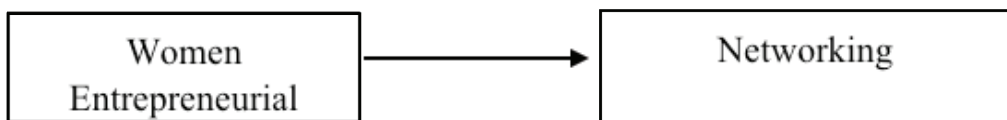
Simpson, Tuck and Bellamy (2004) revealed that most literature mentioned that entrepreneurs have their own perceptions of what success means to them for example they can regard themselves as successful even though looking from outside and measuring with traditional financial meters. Many factors can be reason the success of entrepreneurs but they themselves are the most determinants of their business success (Olakitan & Ayobami, 2011). In referring to women studies, there is wide-ranging description of what success meant to them. However, for women entrepreneurs, majority of them choose to classify the success in terms of non-economic perspective. Similarly, most of the study on women entrepreneur success also stress that women define the success as the ability in balancing multiple roles, which are including their work and family (Fenwick & Huttons, 2000; Orser & Riding, 2004; Dyke & Murphy, 2006; Cheung & Halpern, 2010). As mentioned by Alam (2010), women entrepreneurs would not view themselves as a successful entrepreneur if their success is measured by economic perspectives because women often owned business that is small in size and slower growth. Fenwick and Huttons (2000) in their study highlighted that many women described success in terms of family and works such as the freedom to choose daily activity, contribution to the community, reputation, children and the quality of life that they achieve. It is supported by Cheung and Halpern (2010), who also have been defined successful women as the ability to balance between work and family, whereby even if they worked for long hours, they still have time for families.

2.3 Social Network Theory

In entrepreneurship, social network has been distinct as a set of personal relationships through individual, which maintain their social identity, receive emotional support, material and services as well as introduce new social contacts (Walker et al., 1977 cited by Mustapa, 2003). Generally, social networks are very significant because it helps entrepreneurs to identify more opportunities for their business. According to Barnes (1954), Social Network Theory described how people behavior are affected by the social structure of relationship that exists around a person, group or organisation. As mentioned by Kheng (2012), this theory focuses on the relationship between people rather than their characteristics or attribute. In addition, previous literature claimed that network that creates by entrepreneurs are very important in order to help them to access information and find resources for the business (Ekpe et al., 2010). For the growth and success of the business, this theory proposed that entrepreneurs also should know how to develop, manage and maintain the relationship with people that can provide external resources for them (Kheng, 2012).

2.4 Research Framework

The research framework proposed to investigate the relationship between networking and women entrepreneurial success in Malaysia.



3. Research Objective

RO1: To identify the relationship between networking and women entrepreneurial success.

4. Research Methodology

The respondents are women entrepreneurs in Malaysia who have been registered with women associations (Usahanita and Peniagawati). The number of respondents for this study is 341 entrepreneurs, yet, as suggested by Hair et al. (2010), in order to take care, the issue of non-response rate, the sample size is double up and a total number of 682 questionnaires have been distributed. A total of 177 questionnaires were completed and returned representing 25.9% response rate. This study is a quantitative approach and it is conducted cross-sectionally. It is a cross-sectional study because the respondents (women entrepreneurs) have been studied at a given point of time. Besides, the study also applied a survey method because it is the most widely used approach in business research (Fuad and Bohari, 2011; Aziz and Mahmood, 2011; Hanafi, 2012; Katongole et al., 2014; Rani, 2014; Aliyu et al., 2015; Mustapa and Mahmood, 2016; Rashid, 2017) as well as the most appropriate method for this study. The analysis in this study has been done by using SmartPLS 3.0 by Ringle et al. (2014). PLS has several advantages, such as it is able to test a structural model even with single-item measures besides being able to handle large numbers of measured variables or constructs easily (Hair et al., 2010).

5. Result and Discussion

Table 1 shows the result of the path coefficients, t-statistics and P-value of the direct relationship between the independent variable and the dependent variable. The networking (ZNW) had a significant relationship on women entrepreneurial success (ES) ($\beta=0.311$, $t=3.278$, $p<.01$);

Table 1
Results of Hypothesis Testing (Direct Relationship)

| Hypothesis | Path | Beta sample | Sample Mean | Standard Deviation | T-Statistics | P-Value | Decision |
|------------|----------|-------------|-------------|--------------------|--------------|----------|-----------|
| H1a | ZNW → ES | 0.311 | 0.310 | 0.095 | 3.278 | 0.001*** | Supported |

* $p<.0.1$; ** $p<.05$; *** $p<.01$

Networking is found to have a significant relationship towards entrepreneurial success among women entrepreneurs in Malaysia. The result also confirmed the previous evidence, which suggests entrepreneurial success can be influenced through networking (Watson, 2012; Jain & Ali, 2012; Peprah, 2011; Chittitaworn et al., 2011; Kheng, 2012; Khan, 2014; Kader, Mohamad & Ibrahim, 2009; Fischer, 2010). Furthermore, this result also supports the previous finding which found that without networking, entrepreneurs will be unable to find resources which they need to survive in entrepreneurship such as financial, knowledge and business maintenance (Kheng, 2012). Similarly, Makhbul (2011) stressed that personal and professional support also allow entrepreneurs to gain new information. Due to the importance of networking, entrepreneurs need to have a good network in order to access relevant and significant information which is important for entrepreneurs making a decision, resolving problems etc. Previously, the significant role of networking was also supported by Xavier et al. (2012) who stated that women with networking advantage will gain benefits in their entrepreneurial activities such as enhance their management and financial skills besides helping them in scanning, recognizing and exploiting more business opportunities.

6. Conclusion

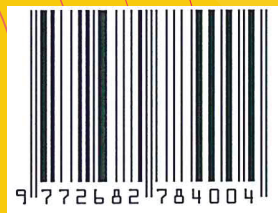
As a conclusion, women are found to always include their social network as their networking such as family, friends, relatives and colleagues that might provide them with social and emotional support. The findings from this study also will serve as a guide to the government and women associations in order to take proper action to increase more successful women entrepreneurs in Malaysia, which is not the only concern in terms of profit, but the women should be more concerned on their ability to find satisfaction in balancing between life and business.

References

- Alam, S. S. (2010). Assessing barriers of growth of food processing SMIs in Malaysia: a factor analysis. *International Business Research*, 4(1), 252.
- Alam, S. S., Jani, M. F. M., & Omar, N. A. (2011). An Empirical Study of Success Factors of Women Entrepreneurs in Southern Region in Malaysia. *International Journal of Economics and Finance*, 3(2), 166–175. <http://doi.org/10.5539/ijef.v3n2p166>
- Bari, A.A. (2015). Factors Influencing Women Entrepreneurs Business Success Of Smes In Malaysia. Master Thesis. Universiti Utara Malaysia.
- Cheung, F. M., & Halpern, D. F. (2010). Women at the top: powerful leaders define success as work + family in a culture of gender. *The American Psychologist*, 65(3), 182–93. <http://doi.org/10.1037/a0017309>
- Chitra, M. (2014). Influence of personal factors on women entrepreneurs for success in beauty salon industry, 15(1), 76–84.
- Chittithaworn, C. (2011). Factors Affecting Business Success of Small & Medium Enterprises (SMEs) in Thailand. *Asian Social Science*, 7(5), 180–190. <http://doi.org/10.5539/ass.v7n5p180>
- Dyke, L. S., & Murphy, S. A. (2006). How we define success: A qualitative study of what matters most to women and men. *Sex Roles*. <http://doi.org/10.1007/s11199006-9091-2>
- Ekpe, I. (2011). International Journal of Business and Social Science Women Entrepreneurs and Economic Development in Nigeria : Characteristics for Success Isidore Ekpe College of Business , Universiti Utara Malaysia , © Centre for Promoting Ideas , USA, 2(1), 287–291.
- Ekpe, I. (2012). Women Entrepreneurs ' Performance : Microfinance Factors With Mediating Effect of Opportunity and Moderating of Attitude, 358.
- Ekpe, I., Norsiah, M., & Razli, C. R. (2010). The Mediating Effect of Opportunity for Entrepreneurial Activity on Micro- Credit and Women Entrepreneur ' s Performance : A Conceptual Framework. *International Journal of Business and Social Science*, 1, 234–238.
- Fenwick, T. & S. Hutton (2000). Women crafting new work: The learning of women entrepreneurs. Proceedings of the International Conference of the Canadian Association

- for the Study of Women in Education. University of Alberta. Retrieved from [http://www.edst.educ.ubc.ca/aerc/2000/fenwick & huttonsfinal.PDF](http://www.edst.educ.ubc.ca/aerc/2000/fenwick&huttonsfinal.PDF).
- Fisher, S. M. H. (2010). Female entrepreneurs making connections: Networking by women small business owners. Doctoral Dissertation. Capella University.
- Foss, L. (2010). Research on entrepreneur networks: The case for a constructionist feminist theory perspective. *International Journal of Gender and Entrepreneurship*. <http://doi.org/10.1108/17566261011026565>
- Fuad, N., & Bohari, A. M. (2011). Malay Women Entrepreneurs in the Small and Medium Sized ICT-Related Business : A Study on Need for Achievement, 2(13), 272–278.
- Hanafi, N. (2012). Business performance of women owned SME in Malaysia: Learning and Entrepreneurial orientation and the mediating roles of competitive advantage. PHD Thesis. University Utara Malaysia
- Hair, J. F., Sarstedt, M., Pieper, T. M., & Ringle, C. M. (2012). The use of partial least squares structural equation modelling in strategic management research: a review of past practices and recommendations for future applications. *Long range planning*, 45(5), 320-340
- Jack, S., Moults S., Anderson, A., and Dodd S. (2010). An Entrepreneurial Network Evolving: Patterns of Change. *International Small Business Journal*, 28(4), 315– 337. <http://dx.doi.org/10.1177/0266242610363525>
- Kader, R. A., Mohamad, M. R., & Ibrahim, A. A. C. (2009). Success Factors for Small Rural Entrepreneurs under the One-District-One-Industry Programme in Malaysia. *Contemporary Management Research*, 5(2), 147–162.
- Katongole, C., Ahebwa, W. M., & Kawere, R. (2014). Enterprise success and entrepreneur's personality traits: An analysis of micro- and small-scale womenowned enterprises in Uganda's tourism industry. *Tourism and Hospitality Research*, 13(3), 166–177. <http://doi.org/10.1177/1467358414524979>
- Khan, A. A. (2014). Factors Affecting the Performance of Female Entrepreneurship: Evidence from Punjab, Pakistan. Retrieved from <https://ssrn.com/abstract=2446036>
- Karim, A., & Azmi, I. A. G., (2008). Muslim Women Entrepreneurs : A Study on Success Factors, 1–14
- Makhbul, Z. M. & Hasun, F. M. (2011). Entrepreneurial Success : An Exploratory Study among Entrepreneurs, 6(1), 116–125.
- Mustapa, A. N. (2003). Pengaruh jaringan terhadap , keyakinan dan kecenderungsikapan keusahawanan di kalangan pelajar Institusi Pengajian Tinggi (IPT) Malaysia: Kajian kes di UUM dan UiTM Perlis. Master Thesis. Universiti Utara Malaysia.

- Olakitan, O. O., & Ayobami, A. P. (2011). An Investigation of Personality on Entrepreneurial Success, 2(2), 95–103.
- Orser, B., & Riding, A. (2004, June). Examining Canadian business owners' perceptions of success. In Canadian Council for Small Business and Entrepreneurship Conference (pp. 1-24).
- Peprah, J. A. (2011). Networks and credit characteristics of small scale women business operators in the Mfantiman district of Ghana, 37, 4007–4017.
- Perren, L. (1999). Factors in the growth of micro-enterprises (Part 1): developing a framework. *Journal of Small Business and Enterprise Development*, 6(4), 366– 385. <http://doi.org/10.1108/EUM00000000006691>
- Pollack, J. M., Coy, A. E., Green, J. D., & Davis, J. L. (2013). Satisfaction, Investment, and Alternatives Predict Entrepreneurs' Networking Group Commitment and Subsequent Revenue Generation. *Entrepreneurship Theory and Practice*, (December 2015), 1–21. <http://doi.org/10.1111/etap.12075>
- Rani, S.H.A. (2014). The antecedents and impacts of entrepreneurial quality on entrepreneurial success in graduate entrepreneur context. PHD Thesis. University Kebangsaan Malaysia
- Simpson, M., Tuck, N., & Bellamy, S. (2004). Small business success factors: the role of education and training. *Education + Training*, 46(8/9), 481–491. <http://doi.org/10.1108/00400910410569605>
- The Star (2016, October 24). Supporting Women Entrepreneurs. Retrieved 20th October 2017 from <http://www.thestar.com.my/metro/smebiz/columns/2016/10/24/supportingwomen-entrepreneurs/>
- Thompson, J. L. (2004). The facets of the entrepreneur: identifying entrepreneurial potential. *Management Decision*, 42(2), 243-258. doi:10.1108/00251740410515861
- Utusan Malaysia (2014, March 9). Wanita Penyumbang Aktif Ekonomi. Retrieved 5 May 2015 from http://ww1.utusan.com.my/utusan/Dalam_Negeri/20140309/dn_19/Wanita-penyumbang-aktif-ekonomi---Rosmah
- Watson, J. (2012). Networking: Gender differences and the association with firm performance. *International Small Business Journal*, 30(February 2011), 536–558. <http://doi.org/10.1177/0266242610384888>
- Xavier, S. R., Ahmad, S. Z., Nor, L. M., & Yusof, M. (2012). Women Entrepreneurs: Making A Change from Employment to Small and Medium Business Ownership. *Procedia Economics and Finance*, 4(Icsmed), 321–334. [http://doi.org/10.1016/S2212-5671\(12\)00347-4](http://doi.org/10.1016/S2212-5671(12)00347-4)



Cawangan Kedah
Kampus Sungai Petani

e-ISSN: 2682-7840