

UNIVERSITI TEKNOLOGI MARA

**THE DETERMINANT FACTORS THAT
INFLUENCE THE
ENTREPRENEURIAL OPPORTUNITY
AMONG WOMEN IN SUBANG JAYA,
SELANGOR**

NUR ADILAH BINTI MOHAMMAD LUKMAN

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ABSTRACT

Women around the world are becoming entrepreneurs. In a large number than before, women are moving away from traditional economic roles and started their own business ventures. It is not hard to find women entrepreneurs who have overcome the odds to achieve success. However, there would be no entrepreneurship without the opportunities providing the input which stimulates entrepreneurs to realise their business ideas in the economic activity. Opportunity recognition is an important part of entrepreneurial process. Hence, this study was conducted with the aim to identify the factors that influence entrepreneurial opportunity among women in Subang Jaya, Selangor. The research design that is adopted in the study is cross-sectional study. The total of 377 questionnaires were distributed to the respondents in Subang Jaya, Selangor. Statistical Package for Social Science (SPSS) version 22 software were used in the study for data analysis. The results obtained through the study found that the determinants factors that influence entrepreneurial opportunity among women which include women dual roles, network building and technology skills have a significant relationship with entrepreneurial opportunity with p value < 0.05 . Furthermore, it was found that the most contributing factors the influence entrepreneurial opportunity in Subang Jaya, Selangor is women dual role. Thus, it can be concluded that there are several recommendations for government, institutional bodies and NGOs to improve the landscapes of entrepreneurship to promote more involvement of women in the field by giving supports and encourage their growth. Thus, this could really help women to recognize opportunities by improving their living standards along with improving the income of the nations and strengthen the economic structure.

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TABLE OF CONTENTS

EXAMINATION CERTIFICATE	i
AUTHOR'S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	vii
LIST OF FIGURES	viii
LIST OF ABBREVIATIONS	ix
CHAPTER ONE: INTRODUCTION	
1.1 Chapter Overview	1
1.2 Research Background	1
1.3 Problem Statement	3
1.4 Research Questions	5
1.5 Research Objectives	6
1.6 Scope of Study	6
1.7 Significance of Study	6
1.8 Definition of Terms	8
1.9 Summary	10
CHAPTER TWO: LITERATURE REVIEW	
2.1 Introduction	11
2.2 Definition of Entrepreneurial Opportunities	11
2.3 Entrepreneurial Opportunity Among Women Entrepreneurs	16
2.4 Factors Influencing Women to Involve in Entrepreneurship	22
2.5 Conceptual Framework	34
2.6 Hypothesis	36
2.7 Summary	37

CHAPTER ONE

INTRODUCTION

1.1 Chapter Overview

This chapter focus on the background of the study in identifying the factors that influence the entrepreneurial opportunities among women. The chapter begins with research background, followed by problem statement, research question, research objectives, scope of study, significance of study and the definition of terms and concepts used in the study.

1.2 Research Background

For most countries, entrepreneurship has become an important factor for the growth and development of the economy, especially after the country has gone through financial crisis or even economic downturn (Sowmya et al., 2010). Ramadani et al. (2016) claimed that entrepreneurship is a major driver for the economy in both developed and developing countries. In today's world, entrepreneurship is being thought as a curriculum in schools around the world and it is growing rather rapidly. This shows that many countries encourage and emphasized entrepreneurship in the country to support their economy (Mustapha & Subramaniam, 2015). As stated by Rose et al. (2016), entrepreneurship has offered the opportunity to create profit and be the employer of their own which what has attracted many people to be involve in entrepreneurial field.

Malaysia is no different than other country. The government supports and encourage the growth of entrepreneurs because business activities are considered as a mechanism to improve the income of the nation as well as developing the nation's economy and strengthen the economic structure (Mustapha & Subramanian, 2015). Policymakers could not deny the fact that the rising trend of women entrepreneurs is a powerful force that could strengthen the economy in this era of globalisation (Agarwal et al., 2016). In addition to that, entrepreneurship becomes popular in Malaysia after the country has face a challenging economic crisis in 1997. It has affected the country's