

THE RELATIONSHIP BETWEEN ENTREPRENEURIAL ORIENTATION
AND EMPLOYEES PERFORMANCE AT
MALPRO INDUSTRI SDN. BHD. IN SELANGOR

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2018

ABSTRACT

Entrepreneurial orientation (EO) is a dimension of strategy-making process that related to employees performance in organization based on (Wiklund & Shepherd, 2005).

Entrepreneurial orientation such as innovativeness, proactiveness, competitive aggressiveness, risk-taking and autonomy had a positive relationship on employee's performance in the organization. Entrepreneurial orientation has a significant impact on employees performance as they can sustain their interest in helping and develop the organization based on their entrepreneurship to achieve the organizational goals.

The main objective of this research is to identify the relationship between entrepreneurial orientation and employees performance at Malpro Industri Sdn. Bhd. in Selangor. From the finding, all the independent variables which is innovativeness, proactiveness, competitive aggressiveness, risk-taking and autonomy were found to have a positive and strong significant correlation with employees performance The second objective is to identify the dimension of entrepreneurial orientation that is most practiced by employees of Malpro Industri Sdn. Bhd. in Selangor. Based on the result of the descriptive statistics, researcher can concluded that risk-taking is the most entrepreneurial orientation dimension that practiced in Malpro Industri Sdn. Bhd. that affect employees performance with highest mean value which compared than competitive aggressiveness dimension that has a lowest mean value practiced in Malpro Industri Sdn. Bhd.

This research was conducted by distributing questionnaire among Malpro Industri Sdn. Bhd. employees. There was 108 employees selected randomly to participate in this research. This study is significant to Malpro Industri Sdn. Bhd. in helping them to knowing the relationship between entrepreneurial orientation and employees performance at the organization.

ACKNOWLEDGEMENT

First and foremost, I would like to convey my deepest gratitude and thankfulness to Almighty Allah S.W.T for giving me the strength and the ability to finish this research and making it all possible. Alhamdulillah with his Guidance and will, I was able to complete this study.

Next I would like to personally acknowledge the following people for their valued help and contributions to the preparation of this report. Thank you to my academic advisor, Miss Norrini Binti Muhammad, for her never ending support, guidance, patience, and irreplaceable time spent guiding me since the day I started until the day I finished my research.

My warmest appreciation and thanks to Datin Saveyah Binti Hj. Senin for being my supervisors, and other staffs at Malpro Industri Sdn. Bhd. for co-operation to give me information for this project paper. Not only that, special thanks to Miss Mazuin Binti Mat Haliff, where she a good leader for manage internship student, where she always update the latest news in Whatapps group and remind us about the deadline for thesis.

General speaking, I would like to say thank for Mapro Industri Sdn. Bhd. because allow me to finish my internship during four months and thank you to those who have help me either directly or indirectly, throughout the completion of my industrial training and this report. It would not have been possible without them.

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January 2018

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