

**UNIVERSITI TEKNOLOGI MARA**

**ONLINE RETAILING,  
EMOTIONAL INTELLIGENCE,  
WORK-LIFE BALANCE ON  
CAREER SATISFACTION  
OF ENTREPRENEURS**

**SITI FAZILAH BINTI HAMID**

**PhD**

**April 2020**

## **AUTHOR'S DECLARATION**

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student : Siti Fazilah binti Hamid

Student I.D. No. : 2013651404

Programme : Doctor of Philosophy (Office Systems Management)  
– BM992

Faculty : Business and Management

Thesis Title : Online Retailing, Emotional Intelligence, Work-life  
Balance on Career Satisfaction of Entrepreneurs

Signature of Student : .....

Date : April 2020

## ABSTRACT

This study aimed to investigate online retailing, emotional intelligence, work-life balance on career satisfaction. Career satisfaction has been viewed as critical to the online entrepreneurs, with the growing understanding that career satisfaction is the key to sustain the marketplace especially for online businesses in Malaysia. Satisfaction with work has demonstrated a considerable impact on work-life balance. Literature was conducted to review the nature of online career, emotional intelligence, work-life balance and career satisfaction. The data collection design was through survey questionnaire. A research model was developed to identify whether online retailing, emotional intelligence influence career satisfaction. Online survey was employed to collect data from online entrepreneurs who started their businesses by taking advantage of cutting-edge technology. Two-hundred-sixty useable responses were received and analyzed using partial least square (PLS) technique. Smart PLS 3 was used to validate the research model and test the proposed research hypotheses. This study suggests that online retailing influence career satisfaction. The findings show that online retailing positively influences career satisfaction. The findings of this study largely supported the hypothesized relationships proposed in the theoretical model especially the mediating effect of work-life balance on online retailing. The results demonstrated that work-life balance mediates the effect of online retailing and emotional intelligence on career satisfaction. This could possibly be due to the freedom to express innovative tendencies, and the overall reality of owning a business. This study shows significant theoretical and practical contributions. Theoretically, this study provides a theoretical model that explains online retailing on career satisfaction. This study contributes to the further understanding of entrepreneurial behavior by suggesting alternative drivers of entrepreneurial processes: happiness and contentment. Further, this study also provides understanding and practical suggestions on how online retailing influences career satisfaction. These findings provide a significant contribution in understanding those areas to develop entrepreneur's satisfaction for their work and their personal life. The research objectives were successfully answered and achieved. Future studies applying the proposed model are therefore recommended to be conducted by focusing specific categories of entrepreneurs.

## ACKNOWLEDGEMENT

First and foremost, I would like to express my deepest thanks to Allah S.W.T, The most gracious and most merciful God for the blessing, wisdom, health, strength and patience that he gave upon me throughout this adventurous, exciting and challenging PhD journey.

This journey will not be a dream come true without these two intellectual persons who have been patiently, supportively and continuously encouraging me to keep on working hard to complete this thesis. From the bottom of my heart I would like to express my profound appreciation to my principal supervisor, Professor Dr. Hajah Noormala binti Dato' Amir Ishak, for her insights, words of encouragement and the believe she always have in me; and also my co-supervisor, Dr. Norashikin binti Hussein. I am forever grateful and thankful to have met and been given the opportunity to work with both of them.

Special thanks are due to the external examiners; Associate Professor Dr. Nomahaza binti Mahadi (UTM) and Dr. Tur Nastiti (Universitas Gadjah Mada), internal examiner; Associate Professor Dr. Hajah Maimunah binti Mohd Shah (UiTM), with Chairperson; Associate Professor Dr. Rohana binti Ngah, endless gratitude to all and each one of you for all the knowledge, guidance, motivation and courage that all of you have taught me.

I would like to thank Associate Professor Dr. Abdul Kadir bin Othman, Dr. Ibiwani binti Hussain and Dr. Iskandar bin Hamzah for the valuable comments and guidance. I would like also to extend a special thank you to colloquium panel that always giving the insightful comments and suggestion.

I would like also to thank the department of postgraduate and professional studies and management of the faculty who has been assisting me. My appreciation also goes to those who have contributed, whether directly and indirectly in order to complete this thesis.

I would like to dedicate to my family members for their endless supports, patient and prayers. Their endless prayers and believe help me achieved the dream I am dreaming.

# TABLE OF CONTENTS

	<b>Page</b>
<b>CONFIRMATION BY PANEL OF EXAMINERS</b>	<b>ii</b>
<b>AUTHOR'S DECLARATION</b>	<b>iii</b>
<b>ABSTRACT</b>	<b>iv</b>
<b>ACKNOWLEDGEMENT</b>	<b>v</b>
<b>TABLE OF CONTENTS</b>	<b>vi</b>
<b>LIST OF TABLES</b>	<b>x</b>
<b>LIST OF FIGURES</b>	<b>xii</b>
<b>LIST OF ABBREVIATIONS</b>	<b>xiii</b>
<b>CHAPTER ONE INTRODUCTION</b>	<b>1</b>
1.1 Research Background	1
1.2 Problem Statement	8
1.2.1 Practical Gaps	8
1.2.2 Theoretical Gaps	11
1.3 Research Objectives	12
1.4 Research Questions	12
1.5 Significance of Study	13
1.5.1 Theoretical Contribution	13
1.5.2 Practical Contribution	13
1.6 Scope of the Study	15
1.7 Definitions of the Terms	15
1.7.1 Career Satisfaction	15
1.7.2 Emotional Intelligence	15
1.7.3 Online Entrepreneur	16
1.7.4 Online Retailing	16
1.7.5 Work-life Balance	16
1.8 Organization of the Chapters	16