



**PERSONALITY TRAITS AND
CHINESE ENTREPRENEUR'S BUSINESS PERFORMANCE**

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ABSTRACT

The purpose of this study is to examine the factors that influence the Chinese Entrepreneur's Business Performance. The independent variables in this study are Need for Achievement, Locus of Control, Self-Efficacy, Risk-Taking Propensity, and Innovativeness while for the dependent variable, it is Chinese Entrepreneur's Business Performance. A total of 50 respondents in Kuching were involved in answering the survey. Indeed, the data obtained by using Statistical Package for Social Science (SPSS) version 22. Correlation and multiple regression analysis were used to explore the impact and relationship between independent and dependent variable. At the end of this study, found that risk-taking propensity is the most influence on the Chinese Entrepreneur's Business Performance.

Keywords: *Personality Traits, Need for Achievement, the Locus of Control, Self-Efficacy, Innovativeness, Risk-Taking Propensity, a Chinese Entrepreneur, Business Performance*

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CHAPTER 1

INTRODUCTION

1.0 Introduction of Study

Entrepreneurship is the something which incites activity that drives the economy of every state. Pioneers called entrepreneur that transform their thought or suggestions of goods and services also visions into marketable. (Othman, Ghazali, & Cheng, 2005). Clearly, there is an argument of entrepreneurship and entrepreneur development upon Malaysia government. Othman et al., (2005) to reach Vision 2020, Malaysia needs to develop plans in New Economic Model (NEM). Furthermore, wholesale and retail is a valuable growth area in the country stated by Economic Transformation Plan (ETP) (Mokhtar, 2017).

Entrepreneurship is the main point of task progress of capitalist communities which drive the economic and growth of employment by new business (Keister, 2005). Entrepreneurship may be distinguished by innovation, by growth, by uncertainty, by risk bearing, by ownership, by smaller or by newness (Gartner, 1985). Previous research found that entrepreneurs have their own personality traits and values that differ them from non-entrepreneur (Chavez, 2016; Lee, 1999; McClelland, 1961; Schumpeter, 1934; Zhang & Bruning, 2011). This difference also becomes a reason why some entrepreneurs are more successful than the others.

Truly, the Chinese had less resistance to the nation of entrepreneurship because they part of their community and had a long tradition of entrepreneurship (Othman et al., 2005). Most of them have powerful family ties and clannish characteristic that then become an impact in business dealings and economic domination (Wan Norhasniah,

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

In this chapter, will deeply discuss literature from other researches that related with the purpose of this studies which are personality traits on Chinese Entrepreneur in their business performance. Indeed, this studies will be supported by existing theories that related to.

2.1.1 Entrepreneurship and Ethnic

Entrepreneurship is fundamentally personal that recognized in the fundamental phenomenon of economic enlargement and fulcrum figure in the driving force behind a successful economy (Wee, Lim, & Lee, 1994). Brandstätter (2011) stated that individual endeavoring and the collaborative informal community assume urgent parts is a procedure in business enterprise. It can be explained by the level of entrepreneurship is more like pioneering the business or set up a business then let others adapt what they make of.