

Entrepreneurial Characteristic and Commitment in Heritage Industry in Terengganu

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ABSTRACT

As the creative industry grows from the producing sector into more complexes in industrialization, entrepreneurship will draw more attention to the need for emphasizing on creative industry. There is now a vast of view to measure the entrepreneurial characteristics which are affected to the growth of business commitment. Thus, entrepreneurial characteristics becomes as a variable which have a relationship to the business commitment in creative industry. According to McClelland (1961) and Gartner (1990), several factors in entrepreneurial characteristics are strongly contributed to the performance of small and medium business, such as; need for achievement, locus of control, creativity, innovative and also strategy to grab market opportunities. Bahagian Pembangunan Usahawan, Kraftangan Malaysia has taken responsibility to trained creative entrepreneurs (usahawan kraf) to develop their entrepreneurial characteristic and improving business commitment. Therefore, the purpose of this paper is to measure the relationship between entrepreneurial characteristics toward business commitment among creative entrepreneurs who are registered in Kraftangan Malaysia, Terengganu.

CHAPTER 1

INTRODUCTION

1.1 OVERVIEW

Heritage industry are a new approach for Malaysian government to establish in several sectors which are related to the needs of idea development in art composition through creativity, like craft, batek, songket, wood curving, furniture, music, and film. Most of creative entrepreneurs in a Malaysian heritage industry are categories under small and medium scale industry. As the heritage industry grows from the producing sector into more complexes in industrialization, entrepreneurship will draw more attention to the need for emphasizing on creative industry. Therefore, entrepreneurship becomes as a main factor to develop personality traits among creative entrepreneurs in their business commitment, in term of self-development based commitment and profit based commitment. Personality traits also become both fashionable and popular as an explanation of entrepreneurial characteristics and motivation toward the business commitment in heritage industry.

Government initiative also becomes an important factor to construct the entrepreneurial character among entrepreneurs toward the business commitment in heritage industry. Recently, the Minister of Arts, Culture and Heritage takes responsibility to ensure the implementation of heritage industry in Malaysia becomes reality (Rais Yatim, 2006). So, entrepreneurship is a right approach to develop the personality traits among artist toward success in business area (Hatta Azad Khan, 2006). Therefore, government has to structure the development of personality traits in a context of entrepreneurship to realize the policy. A good infrastructure in heritage industry becomes useless if we cannot produce a good human in business management. So, government take responsibility to develop people in a context of personality traits to becomes better entrepreneurship in a creative industry (Rais Yatim, 2006).