



**THE FACTORS THAT INFLUENCE A COMPETITIVE
ENTREPRENEUR:**

A STUDY IN KUCHING CITY

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ABSTRACT

Entrepreneurship has been defined as “the creation of new enterprise”. It reflects a growing awareness that entrepreneurship is a “process of becoming rather than a state of being”. The purpose of this study is to identify the factors that influence a competitive entrepreneur – a study of Kuching city. For this study the data analysis used was frequency analysis, descriptive statistic and factor analysis. The finding shows that networking factor is the highest factor that influences a competitive entrepreneur. Meanwhile, the lowest factors that influence a competitive entrepreneur were innovation or venturesome factor. Accordingly there are recommendations that are suggested for this research.

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

The study of entrepreneurship is a multidimensional process that calls for further and continuing research studies. Prior research studies have been filled with inconsistency and controversy relative to the appropriate definition of an entrepreneur and the relevance of personality traits study in entrepreneurship (Beugelsdijk 2007; Jaafar and Abdul-Aziz 2005; Aldrich and Martinez 2001; Gartner 2001; Lee and Peterson 2000; Lyon, Lumpkin and Dess 2000; Shane and Venkataraman 2000; Aldrich and Kenworthy 1999; Busenitz and Barney 1997; Lumpkin and Dess 1996; Gartner 1988, Carland et al. 1984; Cole 1969; Knight 1921).

The concept of entrepreneurship was first established in the 1700s and the meaning has evolved ever since. Many simply equate it with starting one's own business. Most economists believe it is more than that (Peter, F., 1985). Entrepreneurship has been defined as "the creation of new enterprise" (Low & MacMillan, 1988). This definition reflects a growing awareness that entrepreneurship is a "process of becoming rather than a state of being" (Bygrave, 1989).