



**FACTOR CONTRIBUTING TO OPPORTUNITY IDENTIFICATION AND  
CREATION OF BUSINESS OPPORTUNITY AMONG UITM STAFFS**

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## **ABSTRACT**

This paper aims to contribute to a better understanding of these opportunity identification and opportunity creation with the identify factors that affect the employees perception toward entrepreneurship. Specifically, the study focuses on the relationship between the identify factors such as competency, social capital, past experience and knowledge toward opportunity identification and opportunity creation. Questionnaires are being distributed to employees and supported by the previous thesis, journal and books. For the purpose of this study, self-administrated questionnaire were collected from 248 respondents in Universiti Teknologi Mara Kota Samarahan between the age range of 20 to 50 years old and above.

The first objectives were tested through descriptive analysis. The finding shows that competency is the highest means score among other factors where most of the respondents were agreeing with the statement. Meanwhile, result constructed through correlation coefficient analysis proven that all the identify factors were has significant and positive relationship with both opportunity identification and opportunity creation. Then, result constructed through multiple regression analysis indicates that past experience has tremendously affected the respondent in UiTM Kota Samarahan. Thus, last objective of this study was answered.

# CHAPTER 1

## INTRODUCTION

### 1.0 Background of Study

Nowadays, an entrepreneurship has become one of the fastest developing and expanding fields in this modern economic. At this time, in every industry, entrepreneurs are considered as the driving economic force for expansion and improvements. An entrepreneur need to identify and create the business opportunity so that they can understand customer needs and wants. Venkataraman said that the discovery and development of opportunities need to be explained as it is the key parts of entrepreneurship research (Venkataraman, 1997).

Furthermore, Casson 1982 mention the entrepreneurial concept is centrally concerned with the means of coping with, complexity and creating uncertainty (Casson 1982, Chap. 5. The Schumpeterian notion of 'creative destruction', leading to innovation and renewal, manifests itself in uncertain and complex task environments for those within the system. Dynamic task environments with high levels of change therefore demand, and emerge through, entrepreneurial initiative. Conversely, static environments lend themselves to more predictable and routinised bureaucratic patterns of response (Schumpeter 1934).

In addition, the Entrepreneurship concept were focuses on the personal enterprising skills, mindsets and attributes to the context of open up a new business or initiative and designing an entrepreneurial organisation or initiative of any kind, developing or growing an existing venture (one in which the capacity for effective use of enterprising skills will be enhanced). The context is therefore not confined to business but is equally applicable to social enterprise, education, health, NGOs and

## CHAPTER 2

### LITERATURE REVIEW

#### 2.0 Introduction

For this chapter, I refer an articles, journals and books that are being collected to investigate the theories and related studies done by other researcher. It is consists of review of relevant information from other researchers and also relate to conceptual framework.

#### 2.1 Business Opportunity

Penrose said that an opportunity is an image in the entrepreneur's mind and this image is what drives start-up behaviour (Linda Edelman et al., 2010).

In 2010, opportunities have recently received an increasing attention in research as the opportunity has played an important role in entrepreneurship. Recent literature has explored the different perspectives of opportunity, for entrepreneurship to provide clarification on the nature of opportunities. In addition, Ardichvili et. al., (2003) has identified the entrepreneurs' prior knowledge, personality trait and social networks as previous thing of the entrepreneurial opportunity identification, development, recognition and evaluation. Meanwhile, A. C. Corbett, (2005) mention that the entrepreneurs will perform better toward opportunity identification and exploitation process because they have different types of knowledge (A. C. corbett, 2005).

In the other hand, Carolis and Saporito (2006) has determine the connection between social capital and cognitive biases to explain why some entrepreneurs exploit opportunities while others do not. Baron (2008) also addressed the question of how individuals' affect leads to cognitive entrepreneurial opportunity recognition (A. C. corbett, 2005).