

UNIVERSITI TEKNOLOGI MARA

**THE RELATIONSHIP BETWEEN
WOMEN ENTREPRENEURIAL
COMPETENCIES AND
ENTREPRENEURIAL
CAPABILITIES TOWARD
ENTREPRENEURIAL SUCCESS**

ROZAIYAH ABD RAHMAN

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ABSTRACT

Women's entrepreneurship has been growing in recent years. Studies show that women entrepreneurs lead countries to economic development and growth. Greater incentives, such as growing the limited resources of skilled workers and technology have driven women alongside men into becoming entrepreneurs. Therefore, this study aims to explore the relationships between entrepreneurial competencies and entrepreneurial success with entrepreneurial capabilities as a mediating factor for women entrepreneurs who are involved in the wholesale and retail industry in the Klang Valley. The quantitative data are collected using a self-administered questionnaire which is designed according to the research objectives to answer the research question: What is the relationship between women's entrepreneurial competencies with entrepreneurial capabilities as a mediating factor towards entrepreneurial success? A probability sampling method is used to draw the sample and data is collected using the self-administered survey. The survey conducted is distributed to women entrepreneurs in the wholesale and retail industry using an online survey. Data was collected using a questionnaire with a Likert scale from 1-5 from a sample of 115 women entrepreneurs who owned Small-Medium-Enterprises (SMEs) in Malaysia using a random sampling method. Collected data were analysed using structural equation modelling (SEM). This study has confirmed that there is a relationship between women's entrepreneurial competencies and entrepreneurial capabilities. Specifically, the entrepreneurial capabilities of Malaysian women can be directly linked to their level of success.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter deals with the initial part of the study. It fundamentally comprises of the background of the study, problem statement, research questions, research objectives, the significance of the study, research scope and the study's limitations.

1.2 Background of Study

Entrepreneurship has been identified as a key attribute and driver of a nation's job creation, innovation, and economic growth (Cardella, Hernández-Sánchez, & Sánchez-Garca, 2020). Both the public and private sectors rely heavily on entrepreneurial ventures to create jobs (Neneh, 2019). Several studies have shown that women contribute significantly to a country's economic development. Women's entrepreneurship is a growing global phenomenon, attracting considerable research attention during the last few decades (Henry, Foss, & Ahl, 2016). Not only does it contribute to economies in terms of job creation and economic growth (Kelley, Bosma, & Amoros, 2010), but it is also recognised as a source of increasing entrepreneurial diversity in a range of economic contexts (Verheul, Stel, & Thurik, 2006). As such, it offers a valuable focus for concerted scholarly research. However, despite the significant contributions of women entrepreneurship in Malaysia, roughly 20% of the estimated registered total of more than 650,000 entrepreneurs are women (Mohd Nor, 2015).

The SME Bank report (2016) agreed on the overview of key solutions to unleashing women's economic power to achieve growth, dynamism, and innovation in the world economy. The world represents approximately 49% of women with longer lives than men. For this reason, it is essential in economic and social terms of society to strengthen, enhance and maximise their stabilities. The concept of women entrepreneurs is more appealing to the public in most parts of the world, but there are still countries where women are discriminated against for their entrepreneurial ideas and involvement as entrepreneurs (Kumar & Mehrotra, 2017).