

THE SUCCESS FACTORS OF THE NASCENT ENTREPRENEURS

SITI SARAH BINTI SHUIB

The report submitted in partial fulfillment of the requirements for the Bachelor of
Technopreneurship with (Honours)

Faculty of Technology Management and Technopreneurship

Universiti Teknikal Malaysia Melaka

JUNE 2016

I declare this project is the result of my own research except as cited in the references. The research project has not been for any degree and is not concurrently submitted and in candidates for any other degree.

Signature :

Name : SITI SARAH BINTI SHUIB

Date :

DEDICATION

Specially dedicated to my father and mother, Shuib Md Isa and Fauziah Ahmad,

Thank you for your prayers

To my sisters Siti Yasmin and my only brother Muhd Yazid

Thank you for your concerns

Special thanks to my supervisor Dr Ismi Rajiani

For all the encouragement, big thanks to all my dear friends

ACKNOWLEDGEMENT

Alhamdulillah, Thanks to Allah the Almighty, whom with His willing give the opportunity to complete this research paper with the title “The Success Factors of the Nascent Entrepreneurs” This research paper was prepared for Faculty of Technology Management and Technopreneurship (FPTT).

First and foremost, I would like to thanks to my supervisor of this project paper, Dr Ismi Rajiani, a lecturer at FPTT for the valuable guidance and advice. He inspired me greatly to work in this project. His willingness to motivate and contributed tremendously to this project.

Lastly, deepest thanks and appreciation to my family members that always give encouragement and support during completion from the beginning till the end. All thanks to all my friends that has been contributed by supporting my work till it is fully completed.

Thank you very much.

ABSTRACT

The rapid growth of the business process is affected by the lack of jobs or vacancies have led the individual as nascent entrepreneurs. Nascent entrepreneurs reflect their need to live a life that is increasingly modern and sophisticated. This is because; there are some factors of individual success as nascent entrepreneurs. Among these are financial freedom, self-awareness, and innovation. The purpose of this study was to identify factors that affect the individual's success as nascent entrepreneurs. In addition, the researchers also studied for individuals in the process of getting a business career because it has become increasingly limited.

ABSTRAK

Pertumbuhan pesat proses perniagaan yang terjejas oleh kekurangan pekerjaan atau kekosongan telah membawa individu sebagai usahawan yang baru tumbuh. Usahawan baru tumbuh mencerminkan keperluan mereka untuk menjalani kehidupan yang semakin moden dan canggih. Ini adalah kerana; terdapat beberapa faktor kejayaan individu sebagai usahawan yang baru tumbuh. Antaranya ialah kebebasan kewangan, kesedaran diri, dan inovasi. Tujuan kajian ini adalah untuk mengenal pasti faktor-faktor yang mempengaruhi kejayaan seorang individu sebagai usahawan yang baru tumbuh. Di samping itu, penyelidik juga mengkaji tentang individu dalam proses mendapatkan kerjaya perniagaan kerana ia telah menjadi semakin terhad.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter discusses the importance of the project background, problem statements, research questions, research objectives are implemented, the scope and limitation of the project.

1.1 Project Background

Concepts such as entrepreneurs and entrepreneurship were discussed his idea through, Bull & Willard (1993) offered the following theory of entrepreneurship tentative, made from anecdotal observation and literature that still exist in hopes of re-defining the entrepreneur is described as "a combination that will implement a new, more well, in carrying out the tasks related to the expertise, the expectation of

personal gain in business and refers to a supportive environment. "Besides, entrepreneurial self-efficacy refers to the power of individual faith that he is able to successfully carry out the responsibilities, roles and tasks of an entrepreneur. (Boyd & Vozikis, 1994). Meanwhile, another term nascent entrepreneurs created by McGee, Peterson, Mueller and Sequeira (2009) is an individual involved various activities aimed at generating business that can be run at startup.

Activities nascent arguably one of the most important aspects of the study and studied organizational development, as it determines the maximum point where certain individuals managed to create knowledge about existing organizations that tell us anything that can be done to support, foster, or in such a way as to promote the development and growth of nascent entrepreneurs - individuals at different stages in the process of trying to develop a new business (Katz & Gartner, 1988).

Some also define that a nascent entrepreneurs as a the establishment of a new business where it is a process. Following Reynolds White (1997, and Reynolds (2000). This process is considered to have four stages. The first shift begins when an individual begins to fill the time with business and find the source of founding a new company. The second occurs when the resulting transition process is completed and when the emergence of new businesses either started as a business operation or when nascent entrepreneurs leave their businesses. The third transition from childhood to adolescence is a transition-new firm set up that success with a new firm set up.

Nascent entrepreneurs are the people who are involved in creating a new business venture. At the beginning of this chapter reviewing international evidence on how many of them exist in the whole world, what they are doing, who they are, what makes them different, and which see visions of their Sign finally beginning.

The six components of the framework is proposed to characterize the success factors of the emergence of new entrepreneurs grow self-realization, survival, employment, independence, recognition and innovation. Model that has

characterized the cause of an individual who is not an entrepreneur can engage them into nascent entrepreneurs.

Most countries have a problem with low rates of economic growth. Policy makers have been looking for effective measures to stimulate economic activity. Nascent entrepreneurs are able to demonstrate a positive impact in the field of entrepreneurship, especially for determining economic growth. Therefore, it is important to identify factors that make an individual involves himself as a nascent entrepreneurs. Six different elements that can be identified on the success of nascent entrepreneurs among these are life, innovation, independence, self-realization, recognition and employment. In the first part of the paper discusses six characteristics mentioned. In the first part uses data and research methods. In the last two sections will contain the results and conclusions.

1.2 Problem Statement

This study was conducted to identify the success factors of nascent entrepreneurs in Melaka. Among the problems faced by nascent entrepreneurs are faced with uncertainty, lack of experience, ambiguity and a lot of obstacles in achieving the goal of nascent entrepreneurs to create a business operation. Moreover, people also have financial problems when they have to pay taxes that have been set. This will have an impact on people's living standards. Dumping graduates outside the trigger difficulty an individual's employability. This is because every individual who wants to apply for a job, had to compete for the jobs that offer. Therefore, there are some individuals decide to become nascent entrepreneurs. This research will examine factors leading to the success of nascent entrepreneurs.

1.3 Research Questions

The aim of this study was to see what factors nascent entrepreneurs succeed in their underlying business. Determine the factors that have affected non-entrepreneurs to nascent entrepreneurs. To assess the statement, this study attempts to answer the following questions:

RQ₁ : Does self-realization influence nascent entrepreneurs?

RQ₂ : Does independence influence nascent entrepreneurs?

RQ₃ : Does innovation influence nascent entrepreneurs?

1.4 Research Objectives

This study aimed to determine whether nascent entrepreneurs in Melaka successful in entrepreneurship. There are several factors that influence individual is born into a nascent entrepreneurs such as self-realization, independence and innovation. Therefore, the following will be trying to find out if:

- a) The relationship between self-realization and nascent entrepreneurs.
- b) The relationship between independence and nascent entrepreneurs.
- c) The relationship between innovation and nascent entrepreneurs.

1.5 Scope of study

This study focuses on the factors that lead to an individual's success as a nascent entrepreneur. Self-realization is a key factor encouraging behavior and effort of an individual's success as a nascent entrepreneur. Each model being used will generate an outcome and satisfaction to the individuals themselves when achieving success in entrepreneurship. This study focused on entrepreneurs in Melaka. In addition, the researchers will also collect data by conducting a survey questionnaire around Melaka.

1.6 Limitation of Research

The scope is limited to reviewing the state of Melaka city as a focus area mainly the public who is do business around Melaka city. This is because the state is Melaka is historic sights and there are a variety of businesses conducted. Researchers chose urban areas trading because of the increase of tourists led to nascent entrepreneurs will exist. Some of the obstacles encountered in conducting this research are:

- 1.6.1 Financial: This study requires money capital to allow more information on the work of research, reference, and so on. But due to the weak financial, it has prevented the production of the best research.
- 1.6.2 Time: The best research studies require long periods to complete properly. However, this study is only a research project for students, researchers or students involved were given one year as stipulated by the university. This leads to constraints of time to do better.
- 1.6.3 Respondents: To strengthen research, questionnaire determined in this study. Studies conducted on entrepreneurs from various businesses. A large number of

respondents are hard to find because most respondents seem to fill out a form which is distributed because there is more work they have to do.

1.7 Research Location

These researchers focused on urban areas of the historic city of Melaka have been aware met with the traders and entrepreneurs in the area. The researchers conducted a study to determine the factors that encourage the individual to be a nascent entrepreneur.

1.8 Summary

This chapter provides an introduction to the study and problems, formulation of research questions and objectives, and the importance of the study. Chapter 1 also explains the aims and objectives of the current study, the researcher's first reading and consideration of the problem to be studied.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

The literature review is a report assessing the information available in the literature related to the chosen field of study researcher. The review was conducted should describe, summarize, evaluate and explain this literature. Whereas it should provide a theoretical basis for the research and help researchers determine the nature of their research.

2.1 Model

Empirical work on the success and risk factors in the nascent field of entrepreneurship is limited, there are many conceptual model (part of) the pre-start processes (eg Bhave, 1994; Busenitz and Lau, 1996; Greenberger and Sexton, 1988; Herron and Sapienza, 1992; Johnson, 1990; Kamm and Nurick, 1993; Larson and Starr, 1993; Learned, 1992; Naffziger, Hornsby, and Kuratko, 1994; Starr and Fondas, 1992; Vanderwerf, 1993). Some models refer to a single approach, such as motivation model (Naffziger et al., 1994), the cognitive model (Busenitz and Lau, 1996), or the network model (Larson and Starr, 1993).

Many different types of model building approach. This is because the model used involves earthly elements. Some authors describe the existence of a business process, it involves a number of activities including the high difference in the order and according to the number (Carter, Gartner, and Reynolds, 1996; Reynolds and Miller, 1992). authors acknowledge this diversity, some authors still distinguish sub-phase pre pre start-up process (Bhave, 1994; Kamm and Nurick, 1993).

This phase involves four phases is often called. The first phase involves the development of an individual's intention to launch Integration. (Shapero and Sokol, 1982; Krueger, Reilly and Carsrud, 2000). The second phase is recognized entrepreneurial opportunities and business concepts developed.

The third phase is to create a resource or set up an organization. In the final phase of the organization began exchanging with the market. Entrepreneurship is considered active pursuit of new growth in the creation of the organization (phase two and three); Therefore, the criteria necessary for nascent entrepreneurship rate of the first phase of

(potential entrepreneurs), and the fourth phase (starting entrepreneurs). This is a key issue discussed in the methodology.

2.1.1 Definition of Entrepreneurs

There are various theories on the meaning and application of the word entrepreneur by economists and statisticians. In addition, there is also tremendous gap between reality and perception is taken as a difference. based on the captured online dictionary describes the entrepreneur is an individual who is an entrepreneur, that "people who started a business and are willing to take risks to achieve success" or "people who manage, organize, and consider venturing into businesses must be willing to take risks. Needs observed keywords and risk, it is because, there must be a real business risk, otherwise you are not an entrepreneur. For entrepreneurs there are different types of privately held businesses.

The sole business of which is a business owned by an individual. Business owners have unlimited personal liability and the amount of debt incurred by the business. Usually associated with a small business. The next partnership is a form of business where two or more people operate for the common goal of making a profit. Each partner has an unlimited amount of personal debts and liabilities incurred by the partnership. There are three common classifications of partnerships: a general partnership, limited partnership, and partnership.

The entrepreneurs function in economic terms allows us to highlight their vital role as business development. Entrepreneur is also responsible for promoting the company and its business, where every entrepreneur must instill dynamism in economic

activity, manage changes and technical organizations and encourage innovation and learning culture. Besides, entrepreneurship is also an attitude that reflects the motivation and ability of an individual to identify opportunities to generate new value or new concepts which can bring success to him. These properties are essential for competitiveness and encourage innovation.

In addition, a limited liability corporation: a business entity has legal personality separate from its members. A corporation that is owned by a number of shareholders who are supervised by a board of directors, which hires management personnel (Moore et al, 2010). Critical success factors: is an essential element of an organization to achieve its goals and to fulfill its mission. It is defined as "those few things that must go well to ensure the success of a manager or organization, and, therefore, they represent the management areas or companies, who need special attention and continued to bring high performance.

2.1.2 Definition of Nascent Entrepreneuers

Nascent entrepreneurs are individuals engaged in gestation activities that, when carefully examined, provide a statistically representative sample of the population of individuals in the process of starting new ventures (Reynolds 2008; Gartner, Shaver, Carter, and Reynolds 2004; Alsos and Kolvereid 1998; Carter, Gartner, and Reynolds 1996). The study of nascent entrepreneurship consists of sampling from the general population and asking random individuals whether they are in the process of starting a business.