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karya ini dan pada pandangan saya/kami* karya ini
adalah memadai dari segi skop dan kualiti untuk tujuan penganugerahan
Ijazah Sarjana Muda Teknousahawanan“

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**Potong yang tidak berkenaan*

“Saya akui laporan ini adalah hasil kerja saya sendiri kecuali ringkasan dan petikan yang tiap-tiap satunya saya telah jelaskan sumbernya”

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Untuk ayah dan ibu tercinta

PENGHARGAAN

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Penghargaan juga ditujukan kepada semua yang terlibat sama ada secara langsung atau tidak langsung dalam membantu menjayakan projek penyelidikan ini terutamanya usahawan-usahawan SME wanita yang telah bekerjasama dalam proses pengumpulan data. Semoga laporan ini akan menjadi sumber rujukan di masa akan datang.

ABSTRAK

Harta intelek sangat bernilai kepada perniagaan apabila digunakan dengan sebaiknya. Tetapi, harta intelek tanpa perlindungan adalah berisiko dan pihak lain boleh menggunakannya tanpa kebenaran. Kajian ini memfokuskan kepada memperkasakan usahawan SME wanita di Malaysia melalui kesedaran perlindungan harta intelek. Objektif kajian ini adalah untuk mengkaji berkenaan kesedaran harta intelek dalam kalangan usahawan SME wanita. Selain itu, kajian ini juga bertujuan untuk menyatakan peranan perlindungan harta intelek dalam memperkasakan usahawan SME wanita dan mengenal pasti halangan-halangan yang dihadapi untuk mendapatkan perlindungan harta intelek. Kaedah kualitatif dan kajian eksploratori digunakan dalam pengumpulan data untuk mendapatkan pandangan dan kefahaman yang mendalam bagi hasil kajian. Kesedaran terhadap perlindungan harta intelek masih kurang dalam kalangan usahawan SME wanita. Mereka seharusnya sedar bahawa perlindungan harta intelek merupakan salah satu pendekatan untuk mengukuhkan lagi kedudukan mereka dalam industri. Kekurangan pengetahuan dalam perkara harta intelek dan kepentingannya dalam perniagaan akan menyebabkan usahawan SME wanita kehilangan hak terhadap harta intelek dan menghadapi kesukaran untuk bersaing dengan organisasi yang lebih besar. Halangan seperti masalah kekurangan dana, kekurangan pengetahuan dalam harta intelek dan kesamaran dalam struktur sokongan mestilah diatasi supaya usahawan SME wanita mendapat manfaat daripada penggunaan harta intelek. Kesimpulannya, usahawan SME wanita seharusnya memberi lebih perhatian terhadap isu harta intelek kerana ia dapat membantu mereka untuk menjadi pesaing yang kompetitif dalam industri. Cadangan yang bersesuaian telah dibuat di akhir kajian.

ABSTRACT

Intellectual property (IP) is valuable to the enterprise when it is utilized sufficiently by its owner. However, IP without protection is at risk and other parties would use the IP illegally. This research focuses on strengthening the SME women entrepreneurs in Malaysia through the awareness of IP protection. The objective of this study is to examine the awareness of IP protection among SME women entrepreneurs. Moreover, it also aims to determine the role of IP protection in strengthening the SME women entrepreneurs and identify barriers of acquiring IP protection among this group of study. The qualitative methodology and exploratory study were the main approaches in collecting the data. These approaches helped in getting a depth insight and understanding for the finding in this research. The awareness of IP protection is still lacking among SME women entrepreneurs. They should realize that IP protection as one of the approach to strengthen their position in the industry. Barriers such as the deficient of funding, lack of knowledge and scarcity in support structure must be overcome so that SME women entrepreneurs can gain benefit from exploiting their IP in appropriate ways. As a conclusion, the SME women entrepreneurs must give more attention and concern on IP issue. This intangible asset will help them to become a competitive player in the industry. The recommendations are made at the end of this research for better awareness on IP protection among SME women entrepreneurs.

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ABBREVIATIONS

AIM	Amanah Ikhtiar Malaysia
EFC	Entrepreneurial Framework Conditions
ICT	Information & Communication Technology
IP	Intellectual property
IPR	Intellectual property right
GDP	Gross domestic product
GEM	Global Entrepreneurship Monitor
MARA	Majlis Amanah Rakyat
MyIPO	Intellectual Property Corporation of Malaysia
SDSI	Satu Daerah Satu Industri <i>Standards and Industrial Research Institute of Malaysia</i>
SIRIM	
SME	Small Medium Enterprise
SME Corp	Small Medium Enterprise Corporation
SMIDEC	Small and Medium Industries Development Corp
UN	United Nation
WIPO	World Intellectual Property Office

CHAPTER 1

INTRODUCTION

1.1 Background

In the globalization era, intellectual property (IP) is very significant for enterprises in order to maintain or increase the market share in the industry. According to the World Intellectual Property Organization (WIPO) the intellectual property refers to “creations of the mind: inventions; literary and artistic works; and symbols, names and images used in commerce”. Besides that, IP is also known as an intangible asset. The intangible asset can generally define as a non-monetary asset with no physical substance but it possesses value or it can create potential benefits (Choong, 2008).

IP is able to encourage the innovation activities which provides greater competitiveness value for the enterprises and drives economic growth of the country. World Bank had reported that technology knowledge, intellectual property and brands are 60% - 80% of a country’s property (Ismahazni, 2013). With the intellectual property right (IPR), small enterprises are able to compete with the larger organizations in the industry. They can use, license or sell their IP to gain profit from it. Malaysia

government is not excluded from seeing the IP as a valuable asset for their citizen and country. Therefore, Malaysia government had built and formed an organization to taking care the IP matters in this country. Intellectual Property Corporation of Malaysia or MyIPO is the local agency that holds the responsibilities in the developing and managing the IP system in Malaysia.

In Malaysia, 97.3% of businesses are established by Small Medium Enterprise or known as SME (SMEinfo.). In manufacturing sector, SME is categorized as a business that has sales turnover not more than RM25 million or the number of full-time employees is not exceed to 150. For services and other sectors, SME is defined as a business that has sales turnover not more than RM5 million or the number of full-time employee not exceed to 50.

SME makes a huge contribution to economic development besides employment generation within local society (Carter & Evans, 2006). Wong and Teo (2013) stated that almost 40 per cent of Malaysia's gross domestic product (GDP), 59 percent of employment and 19 per cent of exports are contributed by approximately 98 per cent of business in Malaysia that establish as SME. Their existing is not only gives contribution to the community by providing job opportunity but they are also giving contribution to the national income. So, SME is marked as one of the important engine that drives the Malaysia economic growth.

1.2 Problem Statement

Women also become the contributor to the increasing number of SME in Malaysia. As we noticed, women involvement in entrepreneurship area becomes more significant nowadays. Participation of women in the entrepreneurship helps to reduce the dependency on the employment. Although the number of women entrepreneurs is increasing but their involvement in the business area is still low compare to the men.

IP protection is very important to strengthen the SME women entrepreneurs in Malaysia since it will add competitive value in their business and make them able to go far in the industry. However, the awareness on IP protection is still lacking among them. They might know what IP is but they are not necessarily understood the concept and the role of IP in their business. The lack of awareness on the IP protection is obvious among the SME women entrepreneurs who are not well-educated, besides their limited of knowledge and skill in the business. Furthermore, the insufficient support structure and lack of funding can lead to this problem too.

Therefore, the aims of this study are to examine the awareness of IP protection among SME women entrepreneurs, to study on how IP protection strengthens SME women entrepreneurs and determine barriers of acquiring the IP protection. The recommendations will be suggested later for the further improvement.

1.3 Research questions

This study focuses in answering the following research questions:

- i. Is the awareness on IP protection among SME women entrepreneurs is sufficient?
- ii. How the IP protections will strengthen the SME women entrepreneurs?
- iii. What are barriers of acquiring the IP protection among SME women entrepreneurs?

1.4 Research Objectives

The objectives of the research are as follow:

- i. To examine the awareness of IP protection among SME women entrepreneurs
- ii. To study how IP protection strengthen the SME women entrepreneurs
- iii. To investigate barriers of acquiring the IP protection among SME women entrepreneurs

1.5 Scope and limitations

This research concerns on strengthening the SME women entrepreneurs through the IP protection in Malaysia. Through the determination on awareness of IP protection, this research identifies the factors that become obstruction for SME women entrepreneurs in acquiring IP protection. Other aspects such as the procedures in getting the IP right and how to commercialize the IP will not be covered in this research.

The interviewees for this research are women entrepreneurs among SME in Malaysia. The women entrepreneurs are clarified as the owner of SME business or those who has the 50 per cent share of SME business.

The women entrepreneurs are selected from Malacca area. Malacca is divided into three main district areas which are Alor Gajah, Melaka Tengah and Jasin. These three areas were covered as the location for this study. The type of business in selecting the interviewees is not limited as long as the business is categorized as Malaysia SME which according to the definition of SME stated by government.

There has some limitation for this study for example insufficient of materials as references in this study. This is because there is still lacking of discussion on the topic about the SME women entrepreneurs in Malaysia. Moreover, because of time constrains the interviewees were only chosen around the Malacca area.

1.6 Importance of Study

The study on awareness of IP protection in strengthening the SME women entrepreneurs in Malaysia is important in order to gain an understanding on barriers of acquiring the IP protection that relate to lower awareness on the IP protection. When the barriers are analyzed, appropriate action can be designed to effectively raise the SME women entrepreneurs' awareness on the IP subject and the importance to protect their IP.

This study is hoped to become additional references on the SME women entrepreneurs topic since the material or study on this group in Malaysia is still lacking. Furthermore, the understanding on the address issue in this study is expected to give significant impact to SME women entrepreneurs in generating higher value of business and help them to build a strong position in the business world through the IP protection. The increasing importance of competitive value among SME women entrepreneurs will create a healthy competition and challenge to other Malaysian entrepreneurs. Thus, the economic growth is continually developed as it should be and provide better entrepreneurial environment for SME women entrepreneurs.

1.7 Conclusion

SME women entrepreneurs have the big potential to be a successful entrepreneur. They can give a huge contribution to the national economy and society. Through the IP protection, they can exploit their IP and use the right to take legal action to those who use their IP without their permission.

CHAPTER 2

LITERATURE REVIEW AND THEORITICAL FRAMEWORK

2.1 Literature Review

The literature review helps to analyze the relevant studies and publications on the subject in this research. It creates illustration, idea and gives more thoughtful in the completing process of the research. In this section, the significant topics for this study were reviewed and the gap between the previous researches was identified.

2.1.1 Introduction to the intellectual property

According to World Intellectual Property Organization (WIPO) “the intellectual property refers to creations of the mind: inventions; literary and artistic works; and symbols, names and images used in commerce”. The IP can be divided into two categories which are industrial property and copyright. Industrial property covers patents for inventions, trademarks, industrial designs and geographical indications while copyright includes literary works (novels, poems and plays), films, music, artistic works (drawings, paintings, photographs and sculptures) and architectural design.

The classification of IP brings the difference description and period of protection for an IP. The following are the brief definition of these IP by Intellectual Property Corporation of Malaysia (MyIPO):

i. Patent

A patent is described as an invention which is a product or a process that provides a new way of doing something or offers a new technical solution to a problem. A registered invention gives the exclusive right to the owner of invention within 20 years from the date of filing. It can be renewed after the period of time.

ii. Trademark

A trade mark involve words, logos, pictures, names, letters, number or combination of these that present as a sign which distinguishes the goods and service of one trader from those of another. It is a marketing tool that helps customers in recognizing the product of a particular trader. A registered trade mark will be protected within 10 years from the date of filing and the owner is allowed to renew it after the period of time.

iii. Industrial design

An industrial design is the aspect of ornamental or aesthetic of an article. The design may consist of three-dimensional features and the features must be applied to an article by any industrial process or means of which the features in the finished article appeal to eye. The registered industrial design will be protected within the 5 years and it can be renewing for every five years and its maximum period of protection is 25 years.

iv. Geographical indication

Geographical indication is an indication which identifies any goods as originating in a country or territory, or a region or locality in that country or territory which can be used on natural or agricultural product or any product of handicraft or industry. The given quality, reputation or other characteristic of the goods is essentially attributable to their geographical origin. A registered geographical indication will be protected within 10 years from the filing date and it can be renewed after the end of period.

v. Copyright

A work can be registered as a copyright when the work fulfill these conditions which are sufficient effort has been expected to create the work original in character; the work has been written down, recorded or summarize to a material form; the author is qualified person or the work is prepared in Malaysia or the work is first published in Malaysia.

2.1.2 Malaysia SME

Government has encourages the involvement of Malaysian especially the Bumiputra in business area. They believe that the continuous economic growth of a country can be created through the strong entrepreneurial activities. Many developed country like United State and Japan has strong entrepreneurial activities in order to sustain the economy growth and development. In Malaysia, the SMEs become the focus group to be developed and strengthen in order to stabilize the economy in this country. Their existing should be strengthened to ensure they are able to become the competitive player locally and globally.

As reported by the Economic Census 2011, the number of Malaysia SME establishment increases since the year of 2003 until the year of 2011. The SME Corporation Malaysia senior director of economics, policy planning division, K. Karunajothi claimed that SMEs in Malaysia have been growing in between 6 to 6.2 per cent annually from 2006 to 2012, (Business Times, 2013). The increasing showed that Malaysians are started to accept entrepreneurship as their profession and they are not anymore to be too depending on the employment in public sector. Entrepreneurship is very essential to overcome the unemployment problem among the society.

Table 2.1: The number of Malaysia SME establishment

(Source: Department of Statistic, Malaysia, 2011)

	Census of Establishment and Enterprise 2005 (Reference Year 2003)				Economic Census 2011 (Reference Year 2010)			
	Micro	Small	Medium	Total	Micro	Small	Medium	Total
Number of establishment	434,939	100,608	12,720	548,267	496,458	128,787	19,891	645,136
Percentage share to total SME (%)	79.3	18.4	2.3	100	77.0	20.0	3.0	100
Percentage share to total establishment (%)	78.7	18.2	2.3	99.2	74.9	19.4	3.0	97.3

Malaysia SME has its own specific definition and this definition is based on the number of people a business employ or the total sale or revenue generated by a business in a year. Malaysia categorizes the SME into three categories which are micro-enterprise, small enterprise and medium enterprise. Table 2.1 describes the detail definition of SME in Malaysia. These categories are defined according to the following sectors:

- i. Manufacturing, manufacturing-related services and agro-based industries and
- ii. Services, primary agriculture and information & communication technology (ICT).

Table 2.2: Definition of SME

(Source: The SMEinfo)

Category	Micro-enterprise	Small enterprise	Medium enterprise
Manufacturing, Manufacturing-Related Services and Agro-based industries	Sales turnover of less than RM250,000 OR full time employees less than 5	Sales turnover between RM250,000 and less than RM10 million OR full time employees between 5 and 50	Sales turnover between RM10 million and RM25 million OR full time employees between 51 and 150
Services, Primary Agriculture and Information & Communication Technology (ICT)	Sales turnover of less than RM200,000 OR full time employees less than 5	Sales turnover between RM200,000 and less than RM1 million OR full time employees between 5 and 19	Sales turnover between RM1 million and RM5 million OR full time employees between 20 and 50

For the early stage, the Small and Medium Industries Development Corp (SMIDEC) is the government agency that has been appointed to hold the responsibility to develop the SME sector in Malaysia. On 2009, SMIDEC is known as the SME Corp and it being the central point of reference for information and advisory services for all SMEs in Malaysia (SME Blog, 2008). SME Corp is also responsible to plan the appropriate programs and activities to encourage growth among the SMEs.