

Family Business Background, Motivation and Culture in Determining Women Entrepreneurial Success

ABSTRACT

Purpose-The main purpose of this study is to investigate the key success factors in determining the entrepreneurial success among women entrepreneurs in Kota Kinabalu, Sabah. The key success factors for this study include family business background, motivation and; two of Hofstede's cultural dimension which include femininity/masculinity and uncertainty avoidance.

Design/methodology/approach- The respondents for this study were women entrepreneurs operating businesses for a period of three years, located around Kota Kinabalu, Sabah. The total population for this study was 454. The total number of questionnaires distributed was 330 and the total number of usable questionnaires was 216.

Findings-Based on the results and findings of this study, it was found that only family business background contributed significantly towards women entrepreneurial success. Motivation, femininity/masculinity and uncertainty avoidance were not among the predictors in determining women entrepreneurial success in this study.

Originality/value- This study through its research and findings has contributed significantly to both theoretical and practical implications. This study can help to provide information related to women entrepreneurial success and can benefit the government in an effort to encourage and support the success of women in their entrepreneurial ventures. The study suggested that further research should include a comparative study among the various states in Malaysia as well as between genders in determining entrepreneurial success.