

A conceptual study of entrepreneurial success among single mothers in Sabah

ABSTRACT

The purpose of this conceptual paper is to investigate entrepreneurial success of single mothers in their businesses. This study is a novel attempt to investigate women entrepreneurs who are single mothers in terms of their entrepreneurial motivation and social media usage that contribute to entrepreneurial success in their businesses. Based on a quantitative approach, this study proposes the use of self-administered survey. Data collection will be collected through Persatuan Ibu Tunggal Kebangsaan Malaysia Cawangan Sabah and Sabah Women Entrepreneur and Professional Association (SWEPA). The Statistical Packages for the Social Science (SPSS) version 21 will be used to analyse the data. Structural Equation Modeling (SEM) technique will be used to build and test the research model. The contribution of the study is to provide a practical training programme that will help women entrepreneurs (single mothers) to develop digital entrepreneurship skills for their businesses. The study also recommends that policy makers, such as the government, develop policies, training programmes and business expos to help single mothers to grow their businesses. Its outcome will encourage best practices for the growth of women entrepreneurs, particularly single mothers in Sabah.