

**FACTORS AFFECTING INTENTION
TO CREATE NEW VENTURE AMONG
PUBLICSECTORS AND PRIVATE FIRM
EMPLOYEES IN KOTA KINABALU**

KELVIN YONG

PERPUSTAKAAN
UNIVERSITI MALAYSIA SABAH

**SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY MALAYSIA SABAH
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2013**



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ABSTRACT

This study aim to determine the relationships existed between the various factor such demographic factor, intention to leave, role model ,passion and social network and the intention to create new venture. Data collection was conducted through questionnaire and a total of 138 had participated in this research. Based on the statistical result, demographic factor, intention to leave, and role model are not supported the hypothesis. However, passion and social network had positive relationships with the intention to create new venture. A further research needs to be done by adding more variables in the study of individual that had the intention to create new venture.



ABSTRAK

KAJIAN FAKTOR YANG MEMPENGARUHI NIAT UNTUK MENCIPTA USAHA BARU DIKALANGAN PEKERJA SEKTOR AWAM DAN SWASTA DI KOTA KINABALU

Kajian ini bertujuan menentukan hubungan yang wujud antara pelbagai faktor seperti faktor demografi, niat untuk meninggalkan, model peranan, semangat dan rangkaian sosial dan bertujuan untuk mencipta usaha baru. Pengumpulan data telah dijalankan melalui soal selidik dan seramai 138 telah menyertai dalam kajian ini. Berdasarkan hasil statistik, faktor demografi, niat untuk meninggalkan, dan model peranan itu tidak menyokong hipotesis. Walau bagaimanapun, minat dan rangkaian sosial mempunyai hubungan yang positif dengan niat untuk mencipta usaha baru. Kajian lanjut perlu dilakukan dengan menambah lebih banyak pembolehubah dalam kajian individu yang mempunyai hasrat untuk mencipta usaha baru.



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CHAPTER 1

INTRODUCTION

1.1 Introduction

The Entrepreneurship is a dynamic process of change, creation and vision. It requires an application of energy and passion toward the creation and implementation of new ideas and creative solution (Kuratko & Hodgetts, 2004). Based on the current state of entrepreneurship in this country, the researchers finding indicated the early stage entrepreneurial activity in Malaysia is much lower than in developing countries. Using the Global entrepreneurs monitor (GEM) report indicate that Malaysia still lags behind other developing country in developing country (Ahmad & Xavier ,2012). However, they are a debatable whether Malaysia will experience a significant increase in entrepreneurial activity. The Malaysia government had many training, financial support and seminar to enhance entrepreneurs culture among the Malaysia citizen. For example Majlis Amanah Rakyat (MARA), its main role is to establish program to discover and helping new entrepreneur by enhance and develop them with the entrepreneurship training to be higher competitive in the market. One of the strategies is to establish a training of trainer to increase their knowledge and discover the potential of the individual that intent to be an entrepreneurs (MARA). This paper is investigated why individual had the intention to create new business. Regarding they had a secure job and income in the organization. Creating new business venture mean the individual want to create a business that he or she loves to do. Quote from Steve Jobs:

“Your time is limited, so don’t waste it living someone else’s life. Don’t be trapped by dogma – which is living with the results of other people’s thinking. Don’t let the noise of other’s opinions drown out your own inner voice. The most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.” (Stanford press, 2005).



Passion deeply the most important thing that keeps the business operates. Without passion, it will kill the business. That is the reason why successful entrepreneurs success in their business. Tony Hawk, he is the entrepreneurs that establish the business Sport Empire includes skate Board Company such video games series and Production Company. Tony Hawks unspoken motto is 'follow your passion' (Evan , 2012). This statement clear indicated that individual must follow their passion that may lead the intention to create a new business venture that he or she wants to create. What is the business that they would like to create in the future planning? Many successful entrepreneurs claim that their business starts up decision and development of their business have been influenced by other. This is because the follow the role model. The role model can be successful entrepreneurs such as Steve Jobs, Donald Trump's, Sir Richard Branson and other, family members that own a business venture, friend that had successful business. This inspired the individual to become entrepreneurs and create a new business venture. Studied had been doing that role model can pursuing individual to entrepreneurial career according (Bosma, Hessels, Schutjens, Praag, & Verheul, 2012).

Social networks are important for individual that want to establish a new business. This is giving the advantages to the individual that run the business. Usually entrepreneurs use their social network to access resources in phase of the establishment process (Greve & Salaff,2003).It mean to create a business. He or she need information what type of business that their want to create. It also indicate that social networks such family member, friends, professional people that know the business ,and other contact that can help the individual to set up a new venture.

The state government of Sabah always encourages more Bumiputra to get involve with the business and entrepreneurships say the Chief Minister of Sabah, Datuk Seri Musa Haji Aman. This is to achieve the government goal to establish a community in entrepreneurships to be successful in the future. The federal government always cooperates with the state government to find the way to help the Sabah entrepreneurs to establish their new venture start up. There are many form of program had been launch and established to help the entrepreneur to



materialize the mission of the country to be successful development nation with the higher income per capita upon achieving the mission year 2020. The chief minister says that Tabung Ekonomi Usahawan Nasional (TEKUN) from the day it establishment since 1998 until these year had issue RM2.5 Billion to help a total of 244,863 businessman and entrepreneurs in their business. Under the state government of Sabah TEKUN had issue a loan of RM171.3 million to 20,762 entrepreneurs at same time. For year 2013, TEKUN National from February had issue the RM8 Million to 7,690 to the Sabahan people (New sabah Times, 2013).

There is more detailed process to entrepreneurship using the multidimensional approach. These multidimensional frameworks are involving the individual, the organization, environments and the venture process. But in this paper, it only focuses for individual dimension. Previous studied had been done that the individual dimension is related to need for achievement, locus of control and risk taking propensity, previous work experience, age and education in describing the new venture creation. There is limited study on role model, passion and social networks determine the variables in create the new venture creation (Federick , Kuratko,& Hodgetts,2007). The individual refer in this research is refer to the employees that working in the private firms and public sectors.

Therefore, the government has always helping the people that intent to be an entrepreneur to set up their new business venture. This paper is investigating either the intention to leave, passion, role model and social network can influence the individual to become an entrepreneurs and intent to create new venture among the private sector employees.

1.2 Problem Statement

Based on research study, there many reasons why people start their own business, the most reasonable reason individual start to create new venture is had nothing to do with making a lot of money or become famous people. This is because they do not want to work for someone else (Shane, 2008). This is lead to intention to leave the profession job; it is because of job satisfaction as the main predictor. It was found that job dissatisfaction leads the intention to leave the organization (Mobley,

Horner, & Hollingsworth, 1978). Individual that had dissatisfaction in their job for example lack of challenge or promotion opportunity will make them frustration, This motivate individual to launch a new venture and make used of previous working experience as important decision to launch the business (Frederick et al, 2007). However according to (Shariff & Saud, 2009), the researchers indicated that individual who do not have job satisfaction in their current employment either because of the job itself, unfair remuneration, conflicting with the organization workplaces. It will lead to entrepreneurial attitudes among individuals. The dissatisfaction with the current employment jobs may trigger the entrepreneurial aspirations (Henley, 2007).

Many successful entrepreneurs claim during the startup of their business have been influenced by other. These refer to role model often entrepreneur from famous people such as Donald Trump, former colleagues friend or family member (Bosma, Hessels, Schutjens Praag, & Verheul , 2012). The role model refer to individual who setting the examples to be followed by other and may inspire the individual the intention to create new venture. The role model for entrepreneur is the evident to follow with the stories of success entrepreneur and reference to other entrepreneur such friend and family (Bosma et al.,2012). This may trigger the individual the intention to create new venture.

The entrepreneurial passion will have influence on creative problem solving and especially when entrepreneur passion is related with the founder identity. The expectations of individual will intent his or her attention and motivation in achieving create new venture goals. This entrepreneurial passion is involving inventing, founding and developing. (Cardon & Stevens, 2009). This passion explain why individual leave job to start business and why billionaire like Bill Gates of Microsoft, Larry Page and Serge Bring of Google continue working even they already financial secure. They strong believe that the product and service they selling make a different in people lives and make the world a better place to live in. This is because passion is the number one characteristic shared by successful entrepreneurs because they are passion for their business (Baringger & Ireland



,2010). A study had been done that lack of passion will destroy the business (Hackman & Oldham ,1976).

The social network extends the abilities of the individual to capture resources that are held by other and improve the entrepreneurial effectiveness. The networking plays important roles in the startup entrepreneurial process. This will help individual gain the resources to start up the business (Davidsson & Honig 2003). Social networks are important for individual that want to establish a new business. This is giving the advantages to the individual that run the business. Usually entrepreneurs use their social network to access resources in phase of the establishment process (Greve & Salaff, 2003). It means to create a business. He or she need information what type of business that their want to create. It also indicate that social networks such family member, friends, professional people that know the business ,and other contact that can help the individual to set up a new venture. According to (Parker, 2008), individual with the extent and depth in social network affect opportunity recognition, this will expose them to create new business venture.

The combination of past technical experience and industry experience is important when the decision to launch the new venture. These experiences come from the area of financing, product and services development, manufacturing and development of distribution channel (Frederick et al., 2007). Why individual become entrepreneurs is because they want to become their own boss. Individual that work with someone else had trouble accepting authority. Instead, many successful entrepreneurs had long time ambition to become their own boss and create new venture because their frustrated working in traditional jobs.(Barringer and Ireland, 2010) Some view self employment as chance to advance professionally by becoming their own boss, earning more money, or gaining status (Silvestri , 1999). Based on (Shook, Priem & McGee, 2003), the researcher concluded that the important role of individual in venture creation. It summarized that the suggestion for future research is focusing on the study of the venture creator rather than student for the entrepreneurial intention. There is less study on role model, passion and social networks determine the variables in create the new venture creation.

The individual in this research is referring to the employees that working in the private firms and public sector that had the intention to leave the organization.

This is how does the reason may related the intention to start their own businesses and how factor such as demographic background , intention to leave, role model, passion, and social network will influence individual the intention to create new venture. According to model of entrepreneurial career those influence antecedents to career choice which included individual factors passion, social factors, role model and economic factors (Dyer, 1994).

In summary, there is a gap in identify the variables to intention to create new venture, most of the current and previous study is usually using students and young graduates as the target respondents in investigate the intention to create new venture. There is limited studied in intention to create new venture among individual that working in public sector and private firms. This is because most of them had career and descent sources income in the organization.

1.3 Research Question

This study is to investigate the independent variable such passion, roles model and social network has the relationships with the intention to create new venture by the private firm employees.

- i) Does demographic factor such as age, gender, level of education and work experience will influence the intention to create new venture?
- ii) How does intention to leave may influence the intention to create new venture?
- iii) How passion able to influence individual on intention to create new venture?
- iv) How role model able to influence individual on intention to create new venture?

- v) How social networks able to influence individual on intention to create new venture?

1.4 Research Objective

The main objective of this study is as follow:

- i) To identify the relationships between demographics variables and intention to create new venture.
- ii) To investigate the relationships between intention to leave toward intention to create new venture.
- iii) To investigate the relationships between passion toward intention to create new venture.
- iv) To investigate the relationships between role model variables toward intention to create new venture.
- v) To investigate the relationships between social network variables toward intention to create new venture.

1.5 Significant of the study

For the Government, it can provide a new policy in financial support and entrepreneurship education to the public attention. Using this study as empirical data provided them with Small medium enterprise (SME) seminar and Entrepreneurships expo. It is giving the public the knowledge and information what business that they would like to venture in future. It also helps the potential entrepreneurs by giving them the information business knowledge to create new business ventures.

For the academicians, it gives the general review to understand the intention to create new venture among individual that working in the public sectors and

private firms company. This is because there is limited study on employees that had intention to create new venture. A further studied can be explored in this study to add more relevant variable in intention to create new venture. It also contributes by giving solid empirical data on independent variables on intention to leave, passion, role model and social networks.

1.6 Scope of the Study

The study was being carried out in private firms and public sectors the available in Kota Kinabalu, Sabah. These target respondents are included professional, top management, middle management, lower management, and supporting Staff that is currently working in the private firms and public sectors that is interested in this study. It evolved all type of employee's level. This is study will measure the independent variable of intention to leave, passion , role model and social network had the relationships with dependent variable intention to create new venture.

1.7 Definition of the Term

1.7.1 Intention to Create New Venture

The intention to create new venture is an intention conception presumed that new business is on purpose and designed behavior. It defines those entrepreneurial intentions is a devotion to starting a new venture. The statement can be accepted as more encompassing concept that intention to own a business venture (Krueger & Carsrud, 1993).

1.7.2 Intention to Leave

According to Wiley (1993), the voluntary turnover occurs when an employee's leaves the organization because of their own choice and can cause by many factors such as job dissatisfaction. Intention to quit is the conscious and intentional determination to leave the organization (Tett & Meyer, 1993)

1.7.3 Passion

It is Conceptualize the entrepreneurial passion as consciously accessible intense positive feeling experienced by engagement in entrepreneurial activities associated

with meaningful roles that is leading to the self identity. Passion can be measure toward three types of entrepreneurial activities such as inventing, developing and founding according to Cardon & Stevens (2009).

1.7.4 Role model

It explained that role describe an individual desire to follow the family traditions or follow the example of other one of their role model or admires. It can be their friend that is success in their business or the role model success of famous entrepreneur (Carter, Gartner, Shaver & Gatewood, 2003).

1.7.5 Social Network

According (Anderson, Dodd & Jack 2010), explained that social network is well understood to be of a vital importance to the nascent and early stage entrepreneur, as an addition to support; the potential entrepreneur needs advice and counsel before creating a new venture. The advice from social network can be obtained from mentor, business associated, trade associated or personal affiliation that act as the professional support networks (Hisrich,peter and shephed,2010).

1.7.6 Demographic background

The demographic factor backgrounds are conceptualized by age, gender, educational background, and working experienced.

1.8 Structure of the study

The introduction of the study, problem statement, objective, scope, and significant of this study will be explained in chapter 1. In chapter 2, elaborates a literature review on the independence variables can influences the intention to create new venture. The Conceptual framework and the research methodology of the study will exhibit in chapter 3 through the development of 4 hypothesis testing. It is a discussion on research methodology that includes research design, research instruments, and data collection data analysis. Chapter 5 summarizes the study and discusses the findings. In addition, this chapter considers the implications of the findings as well as theoretical and managerial contributions.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter deal with survey of literature in the area of intention to create new venture and it influences, which is divided into three sector main sectors. This chapter also enlightens the definition, theoretical explanations and some historical research of the variables study, namely demographic factors, intention to leave, passion factor, role model and intention to create new venture.

2.2 Demographic Factors

They are many studied that had been done to support the argument of demographic characteristic such as age and gender and individual background such education and working experience had significant impact in intention to create new venture.

2.2.1 Age

According to annual report of Global Entrepreneurships Monitor (GEM) 2012, age distribution showed that all economic geographic region display that the bell shaped age distribution with the highest entrepreneurships rate is generally occurring age from 25 to 34 years old. The higher participate levels also occurred in the next oldest age group is 35 to 44 years old. By combination from this two categories made up a 50 percent or more all the entrepreneurs .In Singapore, UK, USA, the 35 - 44 years old had the highest level of participation in entrepreneurship among the age groups. However, Entrepreneurship was widespread among youth in the non EU economic; China is distinct in having a high amount of young entrepreneur from age 18 to 34 years old. According to (Xavier, Kelley ,Herirington, Vorderwubecke , 2012)



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