INNOVATION MANAGEMENT:
A STUDY OF WOMEN ENTREPRENEURS IN
KLANG VALLEY

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This paper explores the study of implementing innovation management among women entrepreneurs in Klang Valley. The study highlights the issues and challenges faced by women sole proprietors and copreneurs in operating their businesses. In conjunction with the challenges faced by women entrepreneurs, the research focuses on finding out the difference of innovation management implemented by women entrepreneurs between sole proprietors and copreneurs based on several factors such as their business nature and demographic profile.

The research had been conducted as qualitatively due to the limited respondents. It is an exploratory study based on the analysis from the in-depth interviews of eleven respondents who are involved in retail and service industries. There are various business categories, for example, beauty salons, dental, medical, car accessories/spare parts, fruit retailer, travel agent, dancing academy, restaurant operator and bakery. The in-depth interviews were carried out in respondents’ business premises or homes. Some of the respondents also preferred to be interviewed in a more relax environment. Therefore, a restaurant was chosen as an alternative interview venue for them. The interview was conducted face to face for at least an hour based on the semi-structured open-ended questionnaire.

Based on the analysis of the transcription from the interviews of all respondents, several themes were summarized. These include entrepreneurial intention, issues and challenges faced and type of innovation involved. In addition, this study explained the difference in
the implementation of innovation management among woman entrepreneurs involved in
sole proprietorship and copreneurship respectively in Klang Valley.

(Keywords: women entrepreneurs, copreneurs, innovation, innovation management, challenges)
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