

**INNOVATION MANAGEMENT:
A STUDY OF WOMEN ENTREPRENEURS IN
KLANG VALLEY**

LIM OOI WEI

**FACULTY OF BUSINESS AND ACCOUNTANCY
UNIVERSITI OF MALAYA**

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IN KLANG VALLEY**

LIM OOI WEI (CGD070004)

**Bachelor of Arts in Business Administration
Ottawa University
2002**

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ABSTRACT

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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TABLE OF CONTENTS

ABSTRACT	i - ii
ACKNOWLEDGEMENT.....	iii
CHAPTERS.....	Page
I INTRODUCTION	
1.0 Background of study.....	1 - 2
1.1 Purpose and significance of the study.....	2
1.2 Research Questions	3
1.3 Scope of the study	3
1.4 Limitation of study	4
1.5 Organization of the study	5
II LITERATURE REVIEW	
2.0 Introduction	6
2.1 Entrepreneurship and Entrepreneurs	6 - 13
2.2 Woman Entrepreneurs	13 - 14
2.2.1 Issues and Challenges faced	14 -17
2.2.2 Malaysian Women Entrepreneurs	18 - 19
2.3 Copreneurs	19 - 20
2.3.1 Advantages/ benefits of copreneurs	20 - 22
2.3.2 Challenges/Constraints faced by copreneurs.....	22 - 23

2.4	Innovation	
2.4.0	Introduction	24 - 25
2.4.1	Innovation Theories	25 - 26
2.4.2	Type of Innovation	26 – 28
2.4.3	Innovation Barriers	29 – 30
2.4.4	Innovation Management	30 - 31

III RESEARCH METHODOLOGY

3.0	Introduction	32 - 33
3.1	Research Design	33
3.2	Data Gathering Methods	34 - 36
3.3	Description of Respondents' Demographic Profiles.....	36 - 38
3.4	Themes of the Interviews	38
3.5	Analysis of Qualitative data	39

IV RESEARCH RESULTS AND FINDINGS

4.0	Introduction.....	40
4.1	Summary of the Demographic Profile	40 - 44
4.2	Discussion of Research Results and Findings	
4.2.0	Introduction	45
4.2.1	Entrepreneurial Intention	45 – 48
4.2.2	Type of Innovation involved faced.....	48 - 52
4.2.3	Reasons for carrying out innovation.....	52 - 55
4.2.4	Issues and Challenges	56 – 62
4.2.5	Solutions Implemented by Women Entrepreneurs.....	62 - 65
4.3	Summary of Findings.....	66 - 68

V CONCLUSION AND RECOMMENDATIONS

5.1	Introduction	69
5.2	Summary of Research	70 - 75
5.3	Contribution of This Study	76
5.4	Limitation of the Study	77
5.5	Suggestion for Potential areas of Further Research	78- 79

REFERENCES

APPENDICES

Appendix A : Table 2.2.2(a) Employment : Summary Statistics

Appendix B : Table 2.2.(b) Literacy Rate

Appendix C : Sample questionnaires for Sole proprietors

Appendix D : Sample questionnaires for Copreneurs

<u>List of Tables</u>	Page
Table 4 : Summary of Findings.....	66 – 68
Table 4.1(a) Demographic Profiles of Interviewees.....	43 - 44