

## Appendix A-1 - Cover letter to Panels of Academics



Dear sir/Madam

I am writing to you to seek your assistance in establishing the content validity of the questions that I intend to use as part of my research into the usage intention and use of IS-related innovation by entrepreneurs. We would like to invite you to be member of a panel of experts to provide comments on the measurement that will be used in this study and thus contribute greatly to the quality of this study.

This study attempts to explain the usage intention and use of IS-related innovation by entrepreneurs. We intent to investigate and understand why some entrepreneurs are using IS-related innovation in an innovative way to run their business actively while other entrepreneurs do not. In this study, we define IS-related innovation as the new idea, practice, hardware software related to digital and communication technologies tha is new by an individual or other unit of adoption (e.g., Mobile Commerce, Mobile Banking, Enterprise Resource Planning, On Line Banking Service, and Web2).

As part of the study, I am developing and pre-testing a number of instruments that will be used to gather data about all aspects of the research model. An important part of the pre-test process involves establishing content validity by assessing the correspondence between groups of items and the definitions of the variables intended to measure concepts central to the research model.

Attach to this letter are (10) sets of questions, each of which aims to measure a concept. For each sets would you please read the definition, the set of items, and then indicate on the scale of one-to-five your opinion on how well the set of items capture the concept. If you have any question or wish to discuss please e-mail me at [moghavvemi2006@yahoo.com](mailto:moghavvemi2006@yahoo.com)

I would be very grateful if you could return your feedback by 15; 2010.your participation and feedback are extremely important for my research and is greatly appreciated. Thank you

Your sincerely,

Sedigheh Moghavvemi

PHD candidate

University of Malaya

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## **Appendix A-2 -Pre-test: Content Validity**

**Construct name:** Performance Expectancy

**Construct definition:** The degree to which entrepreneurs’ perceived that using IS-related innovation is useful in their activities and helps them to attain benefit in their business.

The following (5) questions are included to ascertain the degree to which entrepreneurs’ perceived that using IS-related innovation is useful in their activities and helps them to attain benefit in their business. Respondent rate each item from 1 (strongly disagree) to 5 (strongly agree). Please read the items carefully, and then make your own rating on the scale below to indicate the extent to which the entire group of questions estimates “**Performance Expectancy**”. I will also appreciate any specific comments you may wish to include in the space provided.

Respondent rate each item on a five-point Likert scale (1-strongly disagree to 5- strongly agree)		Your evaluation as to how well the whole group of questions estimates “Performance Expectancy “ Weak strong estimated estimated	
1-	I find the IS-related innovation to be useful in my business.	1-----2-----3-----4-----5	
2-	Using the IS-related innovations enable me to accomplish tasks more quickly.	1-----2-----3-----4-----5	
3-	Using IS-related innovation increase my productivity.	1-----2-----3-----4-----5	
4-	Using IS-related innovation, increase my chances of getting more benefit in my business.	1-----2-----3-----4-----5	
5-	Using IS-related innovation gives me competitiveness in my business.	1-----2-----3-----4-----5	
6-	Using IT-related innovation increases differentiation in my product.		
7-	Using IT-related innovation decreases cost production.		
<b>Comments:</b>			

**Construct name:** Effort Expectancy

**Construct definition:** The degree to which entrepreneurs’ perceived that using IS-related innovation takes less effort or easy to use.

The following (4) questions are included to ascertain the degree to which entrepreneurs’ perceived that using IS-related innovation take less effort or easy to use. Respondent rate each item from 1 (strongly disagree) to 5 (strongly agree). Please read the items carefully, and then make your own rating on the scale below to indicate the extent to which the entire group of questions estimates “**Effort Expectancy**”. I will also appreciate any specific comments you may wish to include in the space provided.

Respondent rate each item on a five-point Likert scale (1-strongly disagree to 5- strongly agree)	Your evaluation as to how well the whole group of questions estimates “Effort Expectancy “ Weak estimated strong estimated
1. My interaction with the IS-related innovation would be clear and understandable.	1-----2-----3-----4-----5
2. It would be easy for me to become skilful at using IS-related innovation in my business.	1-----2-----3-----4-----5
3. Learning to operate the IS-related innovation is easy for me.	1-----2-----3-----4-----5
4. I would find the IS-related innovation easy to use.	1-----2-----3-----4-----5
5. I would find that working with IT-related innovation is fun and enjoyable for me.	1-----2-----3-----4-----5
6. Working with the IT-related innovation will be complicated and difficult to understand.	1-----2-----3-----4-----5
<b>Comments:</b>	

**Construct name:** Social Influence

**Construct definition:** The degree to which entrepreneurs’ perceived that important others believe he or she should use the IS-related innovation.

The following (4) questions are included to ascertain the degree to which entrepreneurs’ perceived that important others believe he or she should use the IS-related innovation. Respondent rate each item from 1 (strongly disagree) to 5 (strongly agree). Please read the items carefully, and then make your own rating on the scale below to indicate the extent to which the entire group of questions estimates “**Social Influence**”. I will also appreciate any specific comments you may wish to include in the space provided.

Respondent rate each item on a five-point Likert scale (1-strongly disagree to 5- strongly agree)	Your evaluation as to how well the whole group of questions estimates “Social Influence” Weak estimated <span style="float:right">strong estimated</span>
1. People who influence my behaviour think that I should use the IS-related innovation in my business.	1-----2-----3-----4-----5
2. People who are important to me think that I should use the IS-related innovation in my business.	1-----2-----3-----4-----5
3. The IS expert in the business has been helpful in the use of the IS-related innovation in my business.	1-----2-----3-----4-----5
4. In general, the whole organization has supported the use of the IS-related innovation in my business.	1-----2-----3-----4-----5
<b>Comments:</b>	



**Construct name:** Perceived Desirability

**Construct definition:** The degree to which entrepreneur perceives the attraction towards use of IS-related innovation.

The following (7) questions are included to ascertain the degree to which entrepreneur perceives the attraction towards use of IS-related innovation. Respondent rate each item from 1 (strongly disagree) to 5 (strongly agree). Please read the items carefully, and then make your own rating on the scale below to indicate the extent to which the entire group of questions estimates **“Perceived Desirability”**. I will also appreciate any specific comments you may wish to include in the space provided.

Respondent rate each item on a five-point Likert scale (1-strongly disagree to 5- strongly agree)	Your evaluation as to how well the whole group of questions estimates “Perceived Desirability” Weak estimated strong estimated
1- Using IS-related innovation in my business is much more desirable for me.	1-----2-----3-----4-----5
2- I would enjoy the personal satisfaction of using IS-related innovation in my business.	1-----2-----3-----4-----5
3- Using IS-related innovation would increase quality of performance in my business.	1-----2-----3-----4-----5
4- Using IS-related innovation in my business is an attractive idea.	1-----2-----3-----4-----5
5- I am very enthusiastic to use IS-related innovation in my business.	1-----2-----3-----4-----5
6- The success of my business lies in the use of IS-related innovation.	1-----2-----3-----4-----5
7- Using IS-related innovation would result in a more relax working environment in my business.	1-----2-----3-----4-----5
<b>Comments:</b>	

**Construct name: Perceived Feasibility**

**Construct definition:** The degree to which entrepreneurs perceived that they are capable to use IS-related innovation.

The following (6) questions are included to ascertain the degree to which entrepreneurs perceived that they are capable to use IS-related innovation. Respondent rate each item from 1 (strongly disagree) to 5 (strongly agree). Please read the items carefully, and then make your own rating on the scale below to indicate the extent to which the entire group of questions estimates “**Perceived Feasibility**”. I will also appreciate any specific comments you may wish to include in the space provided.

Respondent rate each item on a five-point Likert scale (1-strongly disagree to 5- strongly agree)	Your evaluation as to how well the whole group of questions estimates “Perceived Feasibility” Weak estimated <span style="float:right">strong estimated</span>
1- I am able to use the IS-related innovation even if there is no one around to show me how to use it.	1-----2-----3-----4-----5
2- I would feel comfortable using IS-related innovation in my business.	1-----2-----3-----4-----5
3- I have the skills and capabilities required to use IS-related innovation.	1-----2-----3-----4-----5
4- I am confident I can put in the effort needed to use new IS-related innovation in my business.	1-----2-----3-----4-----5
5- It would be very practical for me to use new IS-related innovation in my business.	1-----2-----3-----4-----5
6- It would be very feasible for me to use IS-related innovation in my business.	1-----2-----3-----4-----5
<b>Comments:</b>	







**Construct name: Precipitating Events**

**Construct definition:** The degree to which entrepreneur’s perceived that certain exogenous variable exists that facilitate or ‘precipitate’ the realization of intention in to behaviour.

The following (4) questions are included to ascertain the degree to which entrepreneur’s perceived that certain exogenous variables exist that facilitate or ‘precipitate’ the realization of intention in to behaviour. Respondent rate each item from 1 (very negative) to 5 (very positive). Please read the items carefully, and then make your own rating on the scale below to indicate the extent to which the entire group of questions estimates “**Precipitating Event**”. I will also appreciate any specific comments you may wish to include in the space provided.

Respondent rate each item on five point scale (1-very negative to 5- very positive)		Your evaluation as to how well the whole group of questions estimates “Precipitating Events” Weak strong estimated estimated
1- If you experience any changes in your work situation (For example; being offered a big contract, declining profit, availability of financial resource, new investment, rising cost, new product).	How much have these changes influenced your decision in using IS-related innovation?	1----2-----3----4---5
2- If you experience any change in your work environment (for example, government policy, financial crisis, customer or new market, supplier request, industry or market change, declining market share).	How much have these changes influenced your decision in using IS-related innovation?	1----2-----3----4---5
3- If you decided to change your career prospect, due to recent opportunity or lack of opportunity(for example; competitive nature of environment, competitor threat or action, strategic growth target, perception of increasing risk, attract new customer, international opportunities).	How much have these assessment influenced your decision in using IS-related innovation?	1----2-----3----4---5
4- If you experience any technical change in your work environment (for example, availability of IS-related innovation, technological change, new technology in accounting practice, availability of on line system).	How much has this technical expertise (internal/external) influenced your decision in using IS-related innovation?	1----2-----3----4---5
<b>Comments:</b>		

**Construct name: Usage Behaviour**

**Construct definition:** The degree to which entrepreneur uses IS-related innovation to conduct their business activities.

The following (4) questions are included to ascertain the degree to which entrepreneur uses IS-related innovation to conduct their business. In this study we consider three innovations that currently use in the market, (Mobile Commerce, electronic commerce, internet banking service) Respondent rates each item on hourly, daily use. The sets of question for use behaviour categorized in three sets. Please read the items carefully, and then make your own rating on the scale below to indicate the extent to which the entire group of questions estimates “Usage Behaviour”. I will also appreciate any specific comments you may wish to include in the space provided.

Respondent rate each item on hourly ,daily use	Measure on five point scale	Your evaluation as to how well the whole group of questions estimates “Use Behaviour” Weak estimated                      strong estimated
<p>1- On average, in an ordinary day how long do you use IS-related innovation (new purchase) in your business?</p> <p>2- On average, how frequently, do you normally use the IS-related innovation in your business?</p> <p>3- On average how much times do you spent on newly purchase IS-related innovation in your business in a day?</p>	<p>Respondent rate each item on hourly use.</p> <p>Respondent rate each item on hourly use.</p> <p>Respondent rate each item on daily use.</p>	<p>1---2----3----4---5</p> <p>1---2----3----4---5</p> <p>1----2-----3----4---5</p>
<b>Comments:</b>		

## Appendix A-3 - Cover Letter to Panel of Practitioners



Dear sir/Madam

I am writing to you to seek your assistance in establishing the content validity of the questions that I intend to use as part of my research into the usage intention and use of IS-related innovation by entrepreneurs. We would like to invite you to be member of a panel of experts to provide comments on the measurement that will be used in this study and thus contribute greatly to the quality of this study.

This study attempts to explain the usage intention and use of IS-related innovation by entrepreneurs. We intent to investigate and understand why some entrepreneurs are using IS-related innovation in an innovative way to run their business actively while other entrepreneurs do not. In this study, we define IS-related innovation as the new idea, practice, hardware software related to digital and communication technologies that are new in your business (e.g., Mobile Commerce, Mobile Banking, Enterprise Resource Planning, On Line Banking Service, and Web2).

As part of the study, I am developing and pre-testing a number of instruments that will be used to gather data about all aspects of the research model. An important part of the pre-test process involves establishing content validity by assessing the correspondence between groups of items and the definitions of the variables intended to measure concepts central to the research model.

Attach to this letter are (10) sets of questions, each of which aims to measure a concept. For each sets would you please read the definition, the set of items, and then indicate on the scale of one-to-five your opinion on the ease of answerability and clarity of the set of questions. If you have any question or wish to discuss please e-mail me at [moghavvemi2006@yahoo.com](mailto:moghavvemi2006@yahoo.com). Your participation and feedback are extremely important for my research and is greatly appreciated. Thank you

Your sincerely,  
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## Appendix A-4 -Pre-test: Face validity

**Construct name:** Performance Expectancy

**Construct definition:** The degree to which entrepreneurs’ perceived that using IS-related innovation is useful in their activities and helps them to attain benefit in their business.

The following (5) questions are included to ascertain the degree to which entrepreneurs’ perceived that using IS-related innovation is useful in their activities and helps them to attain benefit in their business. Respondent rate each item from 1 (strongly disagree) to 5 (strongly agree). Please read the items carefully, and then make your own rating on the scale below to indicate the ease of answerability and clarity of the entire group of questions in relation to “**Performance Expectancy**”. I will also appreciate any specific comments you may wish to include in the space provided.

Respondent rate each item on a five-point Likert scale (1-strongly disagree to 5- strongly agree)	Your evaluation as to how easily answerable is the entire group of questions in relation to “Performance Expectancy “ <b>Difficult to complete</b> <span style="float: right;"><b>easy to complete</b></span>
1- I find the IS-related innovation to be useful in my business.	1-----2-----3-----4-----5
2- Using the IS-related innovations enable me to accomplish tasks more quickly.	1-----2-----3-----4-----5
3- Using IS-related innovation increase my productivity.	1-----2-----3-----4-----5
4- Using IS-related innovation, increase my chances of getting more benefit in my business.	1-----2-----3-----4-----5
5- Using IS-related innovation gives me competitiveness in my business.	1-----2-----3-----4-----5
<b>Comments:</b>	

**Construct name:** Effort Expectancy

**Construct definition:** The degree to which entrepreneurs’ perceived that using IS-related innovation takes less effort or easy to use.

The following (4) questions are included to ascertain the degree to which entrepreneurs’ perceived that using IS-related innovation take less effort or easy to use. Respondent rate each item from 1 (strongly disagree) to 5 (strongly agree). Please read the items carefully, and then make your own rating on the scale below to indicate the ease of answerability and clarity of the entire group of questions in relation to “**Effort Expectancy**”. I will also appreciate any specific comments you may wish to include in the space provided.

Respondent rate each item on a five-point Likert scale (1-strongly disagree to 5- strongly agree)	Your evaluation as to how easily answerable is the entire group of questions in relation to “Effort Expectancy” <b>Difficult to complete</b> <span style="float: right;"><b>easy to complete</b></span>
1- My interaction with the IS-related innovation would be clear and understandable.  2- It would be easy for me to become skilful at using IS-related innovation in my business. 3- Learning to operate the IS-related innovation is easy for me. 4- I would find the IS-related innovation easy to use.	1-----2-----3-----4-----5  1-----2-----3-----4-----5  1-----2-----3-----4-----5  1-----2-----3-----4-----5
<b>Comments:</b>	

**Construct name:** Social Influence

**Construct definition:** The degree to which entrepreneurs’ perceived that important others believe he or she should use the IS-related innovation.

The following (4) questions are included to ascertain the degree to which entrepreneurs’ perceived that important others believe he or she should use the IS-related innovation. Respondent rate each item from 1 (strongly disagree) to 5 (strongly agree). Please read the items carefully, and then make your own rating on the scale below to indicate the ease of answerability and clarity of the entire group of questions in relation to “**Social Influence**”. I will also appreciate any specific comments you may wish to include in the space provided.

<p>Respondent rate each item on a five-point Likert scale (1-strongly disagree to 5- strongly agree)</p>	<p>Your evaluation as to how easily answerable is the entire group of questions in relation to “Social Influence”</p> <p><b>Difficult to complete</b> <span style="float: right;"><b>easy to complete</b></span></p>
<p>1- People who influence my behaviour think that I should use the IS-related innovation in my business. 2- People who are important to me think that I should use the IS-related innovation in my business.  3- The IS expert in the business has been helpful in the use of the IS-related innovation in my business. 4- In general, the whole organization has supported the use of the IS-related innovation in my business.</p>	<p>1-----2-----3-----4-----5  1-----2-----3-----4-----5  1-----2-----3-----4-----5  1-----2-----3-----4-----5</p>
<p><b>Comments:</b></p>	

**Construct name: Facilitating Conditions**

**Construct definition:** The degree to which entrepreneur’s perceived that factors in the environment do support and facilitates the usage of IS-related innovation.

The following (5) questions are included to ascertain the degree to which entrepreneur’s perceived that factors in the environment do support and facilitates the usage of IS-related innovation. Respondent rate each item from 1 (strongly disagree) to 5 (strongly agree). Please read the items carefully, and then make your own rating on the scale below to indicate the ease of answerability and clarity of the entire group of questions in relation to “**Facilitating Conditions**”. I will also appreciate any specific comments you may wish to include in the space provided.

Respondent rate each item on a five-point Likert scale (1-strongly disagree to 5- strongly agree)	Your evaluation as to how easily answerable is the entire group of questions in relation to “Facilitating Condition” <b>Difficult to complete</b> <span style="float: right;"><b>easy to complete</b></span>
1- I have resource necessary to use the IS-related innovation in my business.	1-----2-----3-----4-----5
2- I have the knowledge necessary to use the IS-related innovation.	1-----2-----3-----4-----5
3- There is external/internal support group available for assistance with IS-related innovation difficulties.	1-----2-----3-----4-----5
4- New innovation is not compatible with other IS-related system I use in my business.	1-----2-----3-----4-----5
5- There are special allocations (i.e. loan, intensive) for using IS-related innovation for entrepreneurs, from government.	1-----2-----3-----4-----5
<b>Comments:</b>	



**Construct name:** Perceived Desirability

**Construct definition:** The degree to which entrepreneur perceives the attraction towards use of IS-related innovation.

The following (7) questions are included to ascertain the degree to which entrepreneur perceives the attraction towards use of IS-related innovation. Respondent rate each item from 1 (strongly disagree) to 5 (strongly agree). Please read the items carefully, and then make your own rating on the scale below to indicate the ease of answerability and clarity of the entire group of questions in relation to “**Perceived Desirability**”. I will also appreciate any specific comments you may wish to include in the space provided.

Respondent rate each item on a five-point Likert scale (1-strongly disagree to 5- strongly agree)	Your evaluation as to how easily answerable is the entire group of questions in relation to “Perceived Desirability” <b>Difficult to complete</b> <span style="float: right;"><b>easy to complete</b></span>
1- Using IS-related innovation in my business is much more desirable for me.	1-----2-----3-----4-----5
2- I would enjoy the personal satisfaction of using IS-related innovation in my business.	1-----2-----3-----4-----5
3- Using IS-related innovation would increase quality of performance in my business.	1-----2-----3-----4-----5
4- Using IS-related innovation in my business is an attractive idea.	1-----2-----3-----4-----5
5- I am very enthusiastic to use IS-related innovation in my business.	1-----2-----3-----4-----5
6- The success of my business lies in the use of IS-related innovation.	1-----2-----3-----4-----5
7- Using IS-related innovation would result in a more relax working environment in my business.	1-----2-----3-----4-----5
<b>Comments:</b>	

**Construct name: Perceived Feasibility**

**Construct definition:** The degree to which entrepreneurs perceived that they are capable to use IS-related innovation.

The following (6) questions are included to ascertain the degree to which entrepreneurs perceived that they are capable to use IS-related innovation. Respondent rate each item from 1 (strongly disagree) to 5 (strongly agree). Please read the items carefully, and then make your own rating on the scale below to indicate the ease of answerability and clarity of the entire group of questions in relation to **“Perceived Feasibility”**. I will also appreciate any specific comments you may wish to include in the space provided.

Respondent rate each item on a five-point Likert scale (1-strongly disagree to 5- strongly agree)	Your evaluation as to how easily answerable is the entire group of questions in relation to “Perceived Feasibility” <b>Difficult to complete</b> <span style="float:right"><b>easy to complete</b></span>
1- I am able to use the IS-related innovation even if there is no one around to show me how to use it.	1-----2-----3-----4-----5
2- I would feel comfortable using IS-related innovation in my business.	1-----2-----3-----4-----5
3- I have the skills and capabilities required to use IS-related innovation.	1-----2-----3-----4-----5
4- I am confident I can put in the effort needed to use new IS-related innovation in my business.	1-----2-----3-----4-----5
5- It would be very practical for me to use new IS-related innovation in my business.	1-----2-----3-----4-----5
6- It would be very feasible for me to use IS-related innovation in my business.	1-----2-----3-----4-----5
<b>Comments:</b>	

**Construct name: Intention to Use**

**Construct definition:** The degree to which entrepreneur’s has formulated conscious plans to use or reject IS-related innovation to improve their business.

The following (5) questions are included to ascertain the degree to which entrepreneur’s has formulated conscious plans to use or reject IS-related innovation to improve their business. Respondent rate each item from 1 (strongly disagree) to 5 (strongly agree). Please read the items carefully, and then make your own rating on the scale below to indicate the ease of answerability and clarity of the entire group of questions in relation to “**Intention to Use**”. I will also appreciate any specific comments you may wish to include in the space provided.

Respondent rate each item on a five-point Likert scale (1-strongly disagree to 5- strongly agree)	Your evaluation as to how easily answerable is the entire group of questions in relation to “Behavioural Intention” <b>Difficult to complete</b> <span style="float:right"><b>easy to complete</b></span>
<p>1- I predict I would use IS-related innovation, if it is available in the future.</p> <p>2- My personal philosophy is to do whatever it takes using IS-related innovation in the future.</p> <p>3- I have very seriously thought of using IS-related innovation in my business if it available, in next 6 months.</p> <p>4- I plan to use current IS-related innovation in my work in the 8 months.</p> <p>5- I intent to use similar IS-related innovation technology in the future.</p>	<p style="text-align: center;">1-----2-----3-----4-----5</p> <p style="text-align: center;">1-----2-----3-----4-----5</p> <p style="text-align: center;">1-----2-----3-----4-----5</p> <p style="text-align: center;">1-----2-----3-----4-----5</p> <p style="text-align: center;">1-----2-----3-----4-----5</p>
<b>Comments:</b>	

**Construct name: Propensity to Use**

**Construct definition:** the degree to which entrepreneurs perceived disposition to act on one’s decisions, and it’s reflect volitional aspects of intentions (I will use it).

The following (4) questions are included to ascertain the degree to which entrepreneurs perceived disposition to use IS-related innovation, and it’s reflect volitional aspects of intentions (I will use it). Respondent rate each item from 1 (strongly disagree) to 5 (strongly agree). Please read the items carefully, and then make your own rating on the scale below to indicate the ease of answerability and clarity of the entire group of questions in relation to “**Propensity to use**”. I will also appreciate any specific comments you may wish to include in the space provided.

Respondent rate each item on a five-point Likert scale (1-strongly disagree to 5- strongly agree)	Your evaluation as to how easily answerable is the entire group of questions in relation to “Propensity to Use” <b>Difficult to complete</b> <span style="float: right;"><b>easy to complete</b></span>
<p>1- I will learn to operate IS-related innovation in my business.</p> <p>2- I will use IS-related innovation to gain more opportunity in my business.</p> <p>3- I will use IS-related innovation because I cherish the feeling a useful service.</p> <p>4- I will use IS-related innovations that enable me to run my business successfully.</p>	<p>1-----2-----3-----4-----5</p> <p>1-----2-----3-----4-----5</p> <p>1-----2-----3-----4-----5</p> <p>1-----2-----3-----4-----5</p>
Comments:	

**Construct name: Precipitating Events**

**Construct definition:** The degree to which entrepreneur’s perceived that certain exogenous variable exists that facilitate or ‘precipitate’ the realization of intention in to behaviour.

The following (4) questions are included to ascertain the degree to which entrepreneur’s perceived that certain exogenous variables exist that facilitate or ‘precipitate’ the realization of intention in to behaviour. Respondent rate each item from 1 (very negative) to 5 (very positive). Please read the items carefully, and then make your own rating on the scale below to indicate the ease of answerability and clarity of the entire group of questions in relation to “**Precipitating Event**”. I will also appreciate any specific comments you may wish to include in the space provided.

Respondent rate each item on five point scale (1-very negative to 5- very positive)		Your evaluation as to how easily answerable is the entire group of questions in relation to “Precipitating Events” <b>Difficult to Complete</b> <b>easy to complete</b>
1- If you experience any changes in your work situation (For example; being offered a big contract, declining profit, availability of financial resource, new investment, rising cost, new product).	How much have these changes influenced your decision in using IS-related innovation?	1---2----3----4---5
2- If you experience any change in your work environment (for example, government policy, financial crisis, customer or new market, supplier request, industry or market change, declining market share).	How much have these changes influenced your decision in using IS-related innovation?	1---2----3----4---5
3- If you decided to change your career prospect, due to recent opportunity or lack of opportunity(for example; competitive nature of environment, competitor threat or action, strategic growth target, perception of increasing risk, attract new customer, international opportunities).	How much have these assessment influenced your decision in using IS-related innovation?	1---2----3----4---5
4- If you experience any technical change in your work environment (for example, availability of IS-related innovation, technological change, new technology in accounting practice, availability of on line system).	How much has this technical expertise (internal/external) influenced your decision in using IS-related innovation?	1---2----3----4---5
<b>Comments:</b>		

**Construct name: Usage Behaviour**

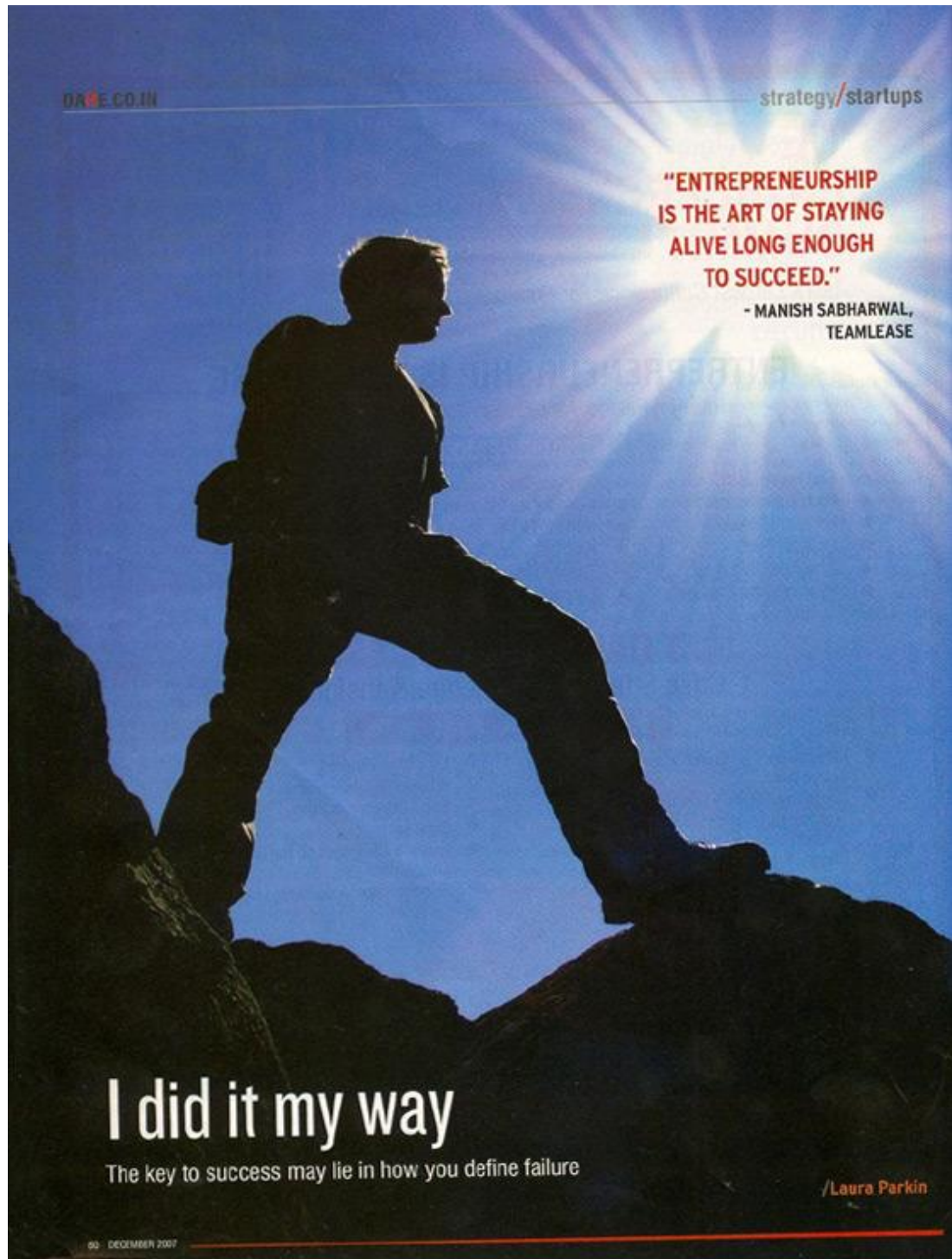
**Construct definition:** The degree to which entrepreneur uses IS-related innovation to conduct their business activities.

The following (4) questions are included to ascertain the degree to which entrepreneur uses IS-related innovation to conduct their business. In this study we consider three innovations that currently use in the market, (Mobile Commerce, electronic commerce, internet banking service) Respondent rates each item on hourly, daily use. The sets of question for use behaviour categorized in three sets. Please read the items carefully, and then make your own rating on the scale below to indicate the ease of answerability and clarity of the entire group of questions in relation to “Usage Behaviour”. I will also appreciate any specific comments you may wish to include in the space provided.

Respondent rate each item on hourly ,daily use	Measure on five point scale	Your evaluation as to how easily answerable is the entire group of questions in relation to “Use Behaviour” <b>Difficult to complete</b> <b>easy to complete</b>
<p>1- On average, in an ordinary day how long do you use IS-related innovation (new purchase) in your business?</p> <p>2- On average, how frequently, do you normally use the IS-related innovation in your business?</p> <p>3- On average how much times do you spent on newly purchase IS-related innovation in your business in a day?</p>	<p>Respondent rate each item on hourly use.</p> <p>Respondent rate each item on hourly use.</p> <p>Respondent rate each item on daily use.</p>	<p>1----2-----3----4---5</p> <p>1----2-----3----4---5</p> <p>1-----2-----3----4---5</p>
<b>Comments:</b>		

## Appendix A-5

### Sample of Survey Instrument



DAVE CO.IN

strategy/startups

**"ENTREPRENEURSHIP  
IS THE ART OF STAYING  
ALIVE LONG ENOUGH  
TO SUCCEED."**

- MANISH SABHARWAL,  
TEAMLEASE

**I did it my way**

The key to success may lie in how you define failure

/Laura Parkin

90 DECEMBER 2007

## **Entrepreneurship and IS Related Innovation Adoption and Usage**

Dear respected respondent

I am a PhD. student in information system in University of Malaya and I am doing research in the area of innovation adoption by entrepreneurs, specifically, entrepreneurs that have intention to use IS-related innovation. Entrepreneur's based on our definition is a person who starts new business, integrate new idea in existing business, or market new invention.

We define IS-related innovation as the new idea, practice, hardware software related to digital and communication technologies that are new in your business (e.g., Mobile Commerce, Mobile Banking, Enterprise Resource Planning, On Line Banking Service, and Web2).

We would like to invite you to be a part of this research study by sharing your valuable experience and opinion about IS-related innovation usage in your business. This study will require ten to fifteen minutes of your time to complete a questionnaire with any additional comments you feel would be helpful.

All information will be treated with strictest confidentiality and only the aggregate data will be analyzed for academic purposes only. Your active participation is greatly appreciated.

### **In making you ratings, please remember the following points**

1- Please, answer each of the statement by ticking  alongside the number that best describe your answer.

2- Some of the question may appear to be similar, but they do address somewhat different issues. Please read each question carefully.

3- Be sure to answer all items-do not omit any.

4- Please, do not tick more than one number on a single scale.

Thank you very much for your time and cooperation.

Yours sincerely,

S. Moghavvemi  
PHD candidate

If you have any enquiries please contact [moghavvemi\\_2006@yahoo.com](mailto:moghavvemi_2006@yahoo.com)



**Section A:** In this section, please answer the following questions about yourself.

Please tick ( ) only one answer in each part as required.

1. Age range	<input type="checkbox"/> 1- below 20	<input type="checkbox"/> 2- 21 to 30	<input type="checkbox"/> 3- 31 to 39
	<input type="checkbox"/> 4- 40 to 45	<input type="checkbox"/> 5- 46 and greater	
2. Gender	<input type="checkbox"/> 1- Male	<input type="checkbox"/> 2- Female	
3. Race	<input type="checkbox"/> 1- Malay	<input type="checkbox"/> 2- Chinese	<input type="checkbox"/> 3- Indian <input type="checkbox"/> 4- others
4. Education	<input type="checkbox"/> 1- Primary/Secondary school	<input type="checkbox"/> 2- Diploma	
	<input type="checkbox"/> 3- Undergraduate	<input type="checkbox"/> 4- Masters	<input type="checkbox"/> 5- PHD
5. Base on definition on the first page are you	<input type="checkbox"/> 1- Entrepreneurs	<input type="checkbox"/> 2- Non-Entrepreneurs	
6- If you are entrepreneur in which of the following area you have contribution as an entrepreneurs?	<input type="checkbox"/> 1- starting new business	<input type="checkbox"/> 2- Integrate new idea in existing business	
	<input type="checkbox"/> 3- market new invention		
7. Type of industry	<input type="checkbox"/> 1- Manufacturing	<input type="checkbox"/> 2- service	
8. Size of the company	<input type="checkbox"/> 1- Small	<input type="checkbox"/> 2- Medium	<input type="checkbox"/> 3- large
9. Number of employee under your command	<input type="checkbox"/> Less than 50	<input type="checkbox"/> 50-100	<input type="checkbox"/> 100-150 <input type="checkbox"/> more than 150
10. Revenue for years	<input type="checkbox"/> RM200,000-250,000	<input type="checkbox"/> RM250,000-1000,000	
	<input type="checkbox"/> RM1000,000-5000,000	<input type="checkbox"/> RM5000,000-10,000,000	
	<input type="checkbox"/> RM10,00,000-25000,000		
11. When did you establish the company?	<input type="checkbox"/> 1-3years	<input type="checkbox"/> 3-6years	<input type="checkbox"/> 6-9years
	<input type="checkbox"/> 9-12years	<input type="checkbox"/> more than 12 years	
12. Are you the owner of the company?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
13. How long you start using information technology?	<input type="checkbox"/> 1-3years	<input type="checkbox"/> 3-6years	<input type="checkbox"/> 6-9years
	<input type="checkbox"/> 9-12years	<input type="checkbox"/> more than 12 years	
14. Do you have any previous experience to use information technology?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
15- Educational background	<input type="checkbox"/> IT	<input type="checkbox"/> Non-IT	
16- Did your parents ever start a business?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	

The following questions rate from **1 (extremely disagree) to 7 (extremely agree)**. Please read the items carefully, and then make your own rating on the scale below by indicating your degree of agreements or disagreements with each statement by marking the appropriate box (**IS-related innovation** define as any new innovation that related to information system (IS), e.g., Mobile Commerce, Electronic Commerce, Web2, On Line Banking Service, Enterprise Resource Planning, New Hardware or software related to Information Technology, ...).

(1) Extremely disagree	(2) Quite disagree	(3) Slightly disagree	(4) Neither disagree nor agree	(5) Slightly agree	(6) Quite agree	(7) Extremely agree
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No	Performance Expectancy	(1)	(2)	(3)	(4)	(5)	(6)	(7)
1	I find the IS-related innovation to be useful in my business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Using the IS-related innovations enable me to accomplish tasks more quickly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Using IS-related innovation increase my productivity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Using IS-related innovation, increase my chances of getting more benefit in my business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Using IS-related innovation gives me competitiveness power in my business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

No	Effort Expectancy	(1)	(2)	(3)	(4)	(5)	(6)	(7)
6	My interaction with the IS-related innovation would be clear and understandable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	It would be easy for me to become skilful at using IS-related innovation in my business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	Learning to operate the IS-related innovation is easy for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	I would find the IS-related innovation easy to use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

No	Facilitating Conditions	(1)	(2)	(3)	(4)	(5)	(6)	(7)
10	I have resource necessary to use the IS-related innovation in my business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	I have the knowledge necessary to use the IS-related innovation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	There is external/internal support group available for assistance with IS-related innovation difficulties.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	New innovation is not compatible with other IS-related system I use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	There are special allocations (i.e. loan, intensive) for using IS-innovation for entrepreneurs, from government.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

No	Perceived Desirability	(1)	(2)	(3)	(4)	(5)	(6)	(7)
15	Using IS-related innovation in my business is much more desirable for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	I would enjoy the personal satisfaction of using IS-related innovation in my business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	Using IS-related innovation would increase quality of work in my business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18	Using IS-related innovation in my business is an attractive idea.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19	I am very enthusiastic to use IS-related innovation in my business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20	The success of my business lies in the use of IS-related innovation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21	Using IS-related innovation would result in a more relaxed working environment in my business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

No	Perceived Feasibility	(1)	(2)	(3)	(4)	(5)	(6)	(7)
22	I am able to use the IS-related innovation even if there is no one around to show me how to use it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23	I would feel comfortable using IS-related innovation in my business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24	I have the skills and capabilities required to use IS-related innovation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25	I am confident I can put in the effort needed to use new IS-related innovation in my business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26	It would be very practical for me to use new IS-related innovation in my business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27	It would be very feasible for me to use IS-related innovation in my business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

No	Social Influence	(1)	(2)	(3)	(4)	(5)	(6)	(7)
28	People who influence my behaviour think that I should use the IS-related innovation in my business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29	People who are important to me think that I should use the IS-related innovation in my business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30	The IT expert in the business has been helpful in the use of the IS-related innovation in my business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31	In general, the whole organization has supported the use of the IS-related innovation in my business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

No	Propensity to Use	(1)	(2)	(3)	(4)	(5)	(6)	(7)
32	I will learn to operate IS-related innovation in my business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33	I will use IS-related innovation to achieve more opportunity in my business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
34	I will use IS-related innovation because I cherish the feeling of a useful service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35	I will use IS-related innovations that enable me to run my business successfully.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

No	Intention To Use	(1)	(2)	(3)	(4)	(5)	(6)	(7)
36	I predict I would use IS-related innovation, if it is available in the future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
37	My personal philosophy is to do whatever it takes using IS-related innovation in the future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
38	I have very seriously thought of using IS-related innovation in my business if it available, in next 6 months.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
39	I plan to use current IS-related innovation in my work in the next 8 months.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
40	I intent to use similar IS-related innovation technology in the future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please provide your general comment (if any) to the usage of IS in your company.

Please write your e-mail or phone number if you are interested to answer the second stage of data collection:

**Thank you for your participation**

## Appendix A-6

### Sample of Survey Instrument(Second Stage)

#### Entrepreneurship and IS-Related Innovation Adoption and Usage

#### Second Stage Survey

Dear respected respondent

This questionnaire sends for you because you answer in the first stage of data collection and you mention that you have intention to use IS related innovation and you are interested to complete the questionnaire for the second stage of data collection. I am doing research in the area of IS innovation adoption by entrepreneurs, specifically, entrepreneurs that use IS-related innovation. For the purpose of this study IS-related innovation is defined as the new idea, practice, hardware software related to digital and communication technologies that are new in their business (e.g., Mobile Commerce, Mobile Banking, Enterprise Resource Planning, On Line Banking Service, and Web2).

We would like to invite you to be a part of this research study by sharing your valuable experience about IS-related innovation usage and precipitating events that happen in your business after you fill the first version of questionnaire. This study will require five minutes of your time to complete a questionnaire with any additional comments you feel would be helpful.

**Use of Information System:** please answer the following questions about use of ***IS-related innovation in your business***. Please tick ( ) only one answer in each part as required. (**In** this study we consider IS-related innovation as any new innovation that related to information system (IS), e.g., Mobile Commerce, Web2, on line banking service).

<p>1- On average, in an ordinary day, <b>how long</b> do you use IS-related innovation (new Purchase) in your business?</p>	<p><input type="checkbox"/> 1) Not at all                      <input type="checkbox"/> 2) 30 minute thru 1 hour</p> <p><input type="checkbox"/> 3) 1 to 2 hours                      <input type="checkbox"/> 4) 2 to 3 hours</p> <p><input type="checkbox"/> 5) 3 to 5 hours                      <input type="checkbox"/> 6) more than 5hours</p>
<p>2-On average, <b>how frequently</b>, do you normally use the IS- related innovation in your business?</p>	<p><input type="checkbox"/> 1) Not at all                      <input type="checkbox"/> 2) less than Once a week</p> <p><input type="checkbox"/> 3) about once a week                      <input type="checkbox"/> 4) 2 or 3 times a week</p> <p><input type="checkbox"/> 5) 4or6 times a week                      <input type="checkbox"/> 6) about once a day</p> <p><input type="checkbox"/> 7) more than once a day</p>
<p>3- On average, how much time do you spend on newly purchased IS-related innovation in your business, in a day?</p>	<p><input type="checkbox"/> 1) Not at all                      <input type="checkbox"/> 2) 30 minute to 1 hour</p> <p><input type="checkbox"/> 3) 1 hour to 2 hours                      <input type="checkbox"/> 4) 2 hour to 3hour</p> <p><input type="checkbox"/> 5) 3hour to 5 hours                      <input type="checkbox"/> 6) more than 5hours</p>

The following questions rate from **1 (extremely disagree) to 7 (extremely agree)**.

Please read the items carefully, and then make your own rating on the scale below by indicating your degree of agreements or disagreements with each statement by marking the appropriate box (**IS-related innovation** define as any new innovation that related to information system (IS), e.g., Mobile Commerce, electronic commerce, on line banking service).

	(1) extremely unimportant	(2) Quite unimportant	(3) Slightly unimportant	(4) Neither unimportant nor important	(5) Slightly important	(6) Quite important	(7) Extremely important				
No	Precipitating Events				(1)	(2)	(3)	(4)	(5)	(6)	(7)
1	If you experience any changes in your work situation (For example; being offered a big contract, declining profit, availability of financial resource, new investment, rising cost, new product), how much have these changes influenced your decision in using IS-related innovation?				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	If you experience any change in your work environment (for example, government policy, financial crisis, customer or new market, supplier request, industry or market change, declining market share), how much have these changes influenced your decision in using IS-related innovation?				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	If you decided to change your career prospect, due to recent opportunity or lack of opportunity(for example; competitive nature of environment, competitor threat or action, strategic growth target, perception of increasing risk, attract new customer, international opportunities), how much have these assessments influenced your decision in using Is-related innovation?				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	If you experience any technical change in your work environment (for example, availability of IS innovation, technological change, new technology in accounting practice, availability of on line system), how much have these changes influenced your decision in using IS-related innovation?				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please provide your general comment (if any) to the usage of IS-related innovation in your company.

**Thank you for your participation**

## **Appendix A-7 -The list of Some Conferences for Data Collection**

SME Enterprise Software Technology and Business Solution (Sestech 2010).

21<sup>st</sup> International Invention innovation and Technology Exhibition (ITEX 2010)

SME solution EXPO 2010

METALTECH 2010

BizSpark Technopreneur open day/ Malaysia Entrepreneurs (MAD Incubator)

### **International Halal Conferences and Exhibitions 2010**

Sembang Sembang: casual conversation by women entrepreneurs on entrepreneurship

Asia's largest web & technology conference in Malaysia 2010

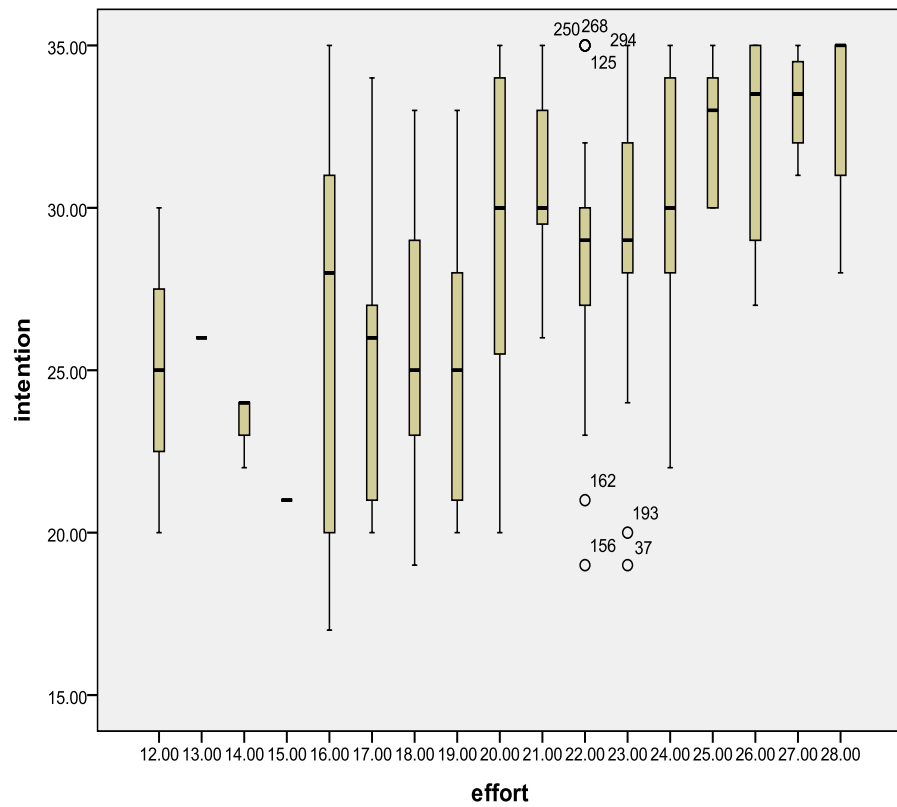
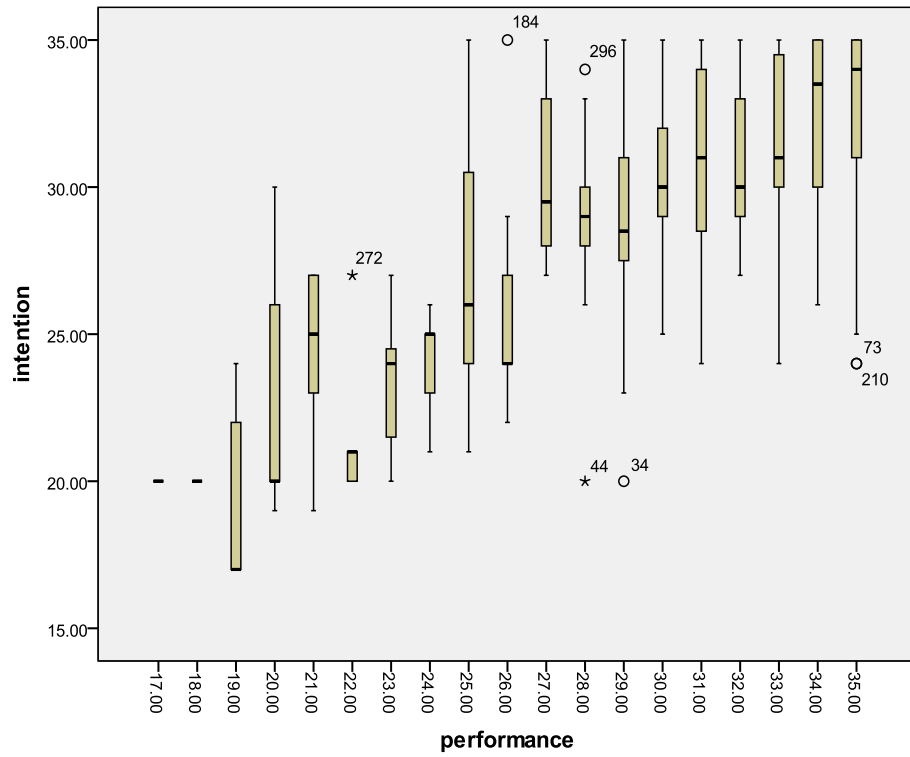
Entrepreneurial Leadership strategies (SIME DARBY)

Technology business innovation forum

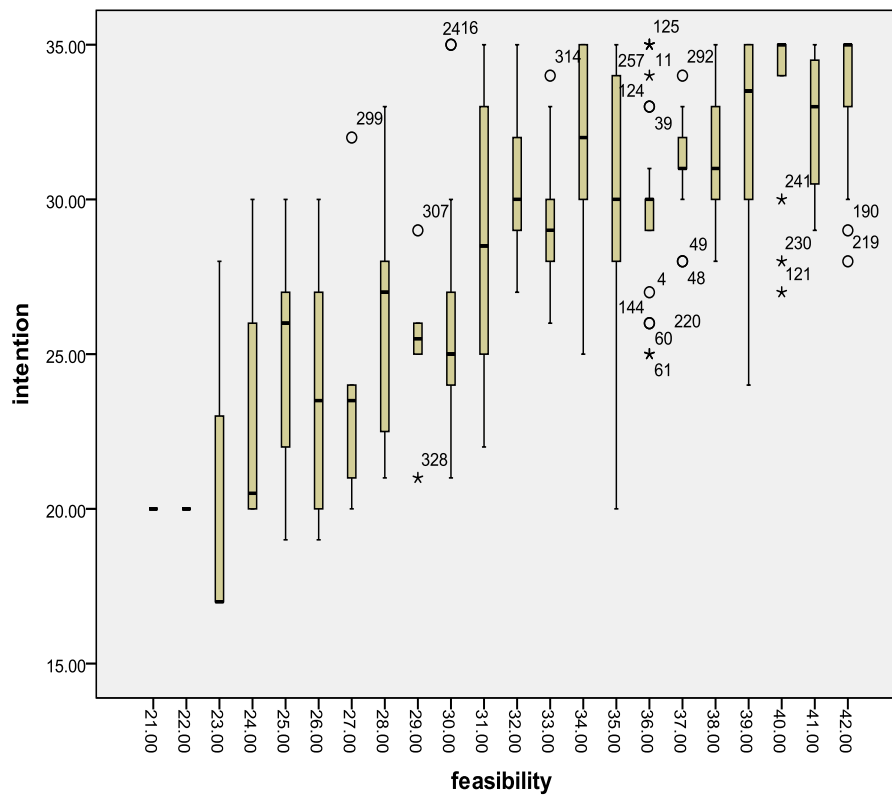
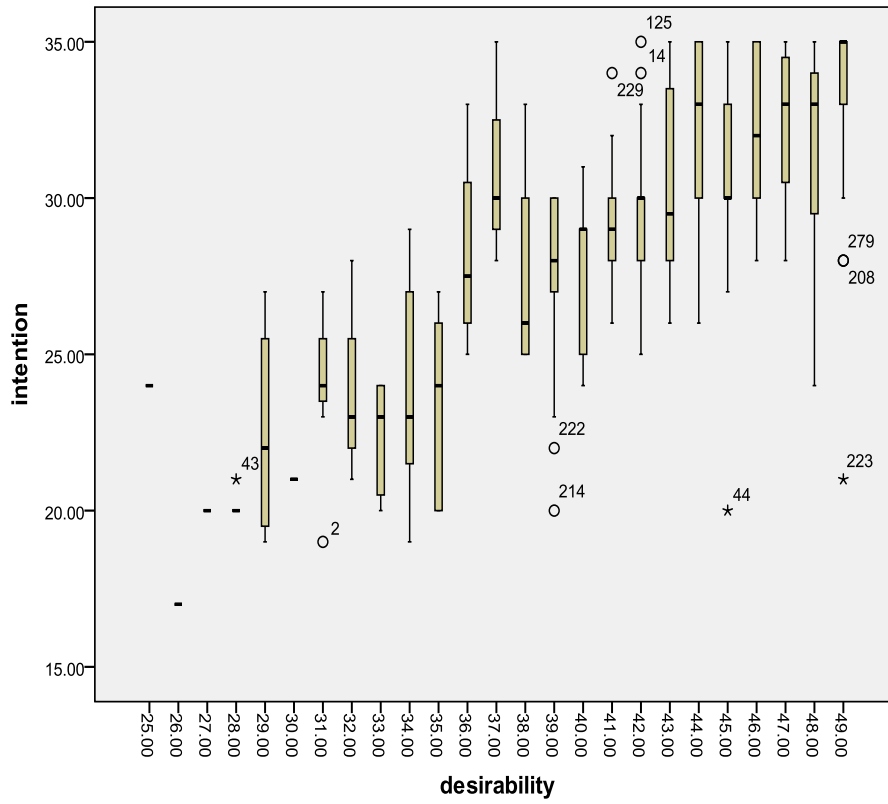
Brands Entrepreneurs Conference 2010- Global Malaysian Brands towards the Next Decade

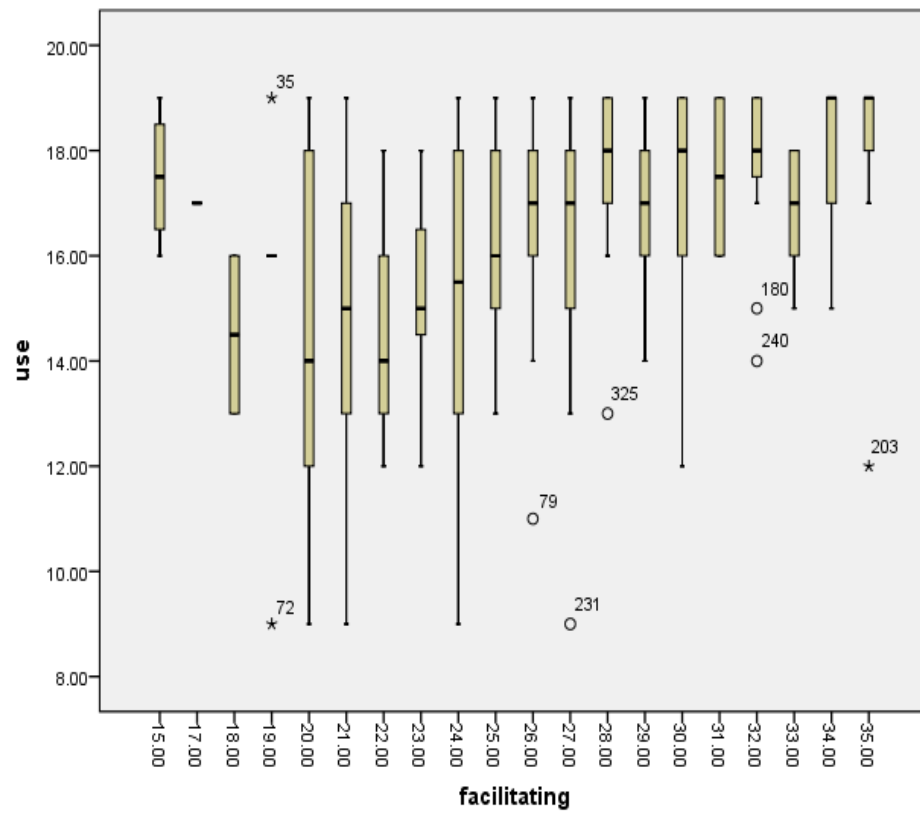
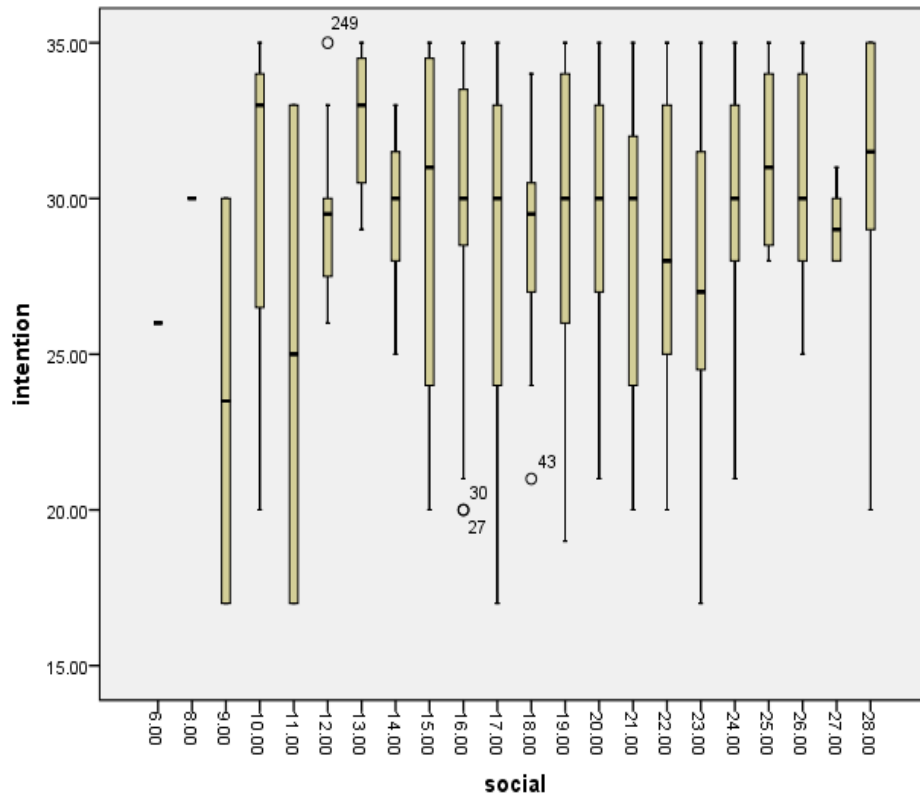
SOFTEC 2010 Malaysia

## Appendix B-1: Testing for Outliers

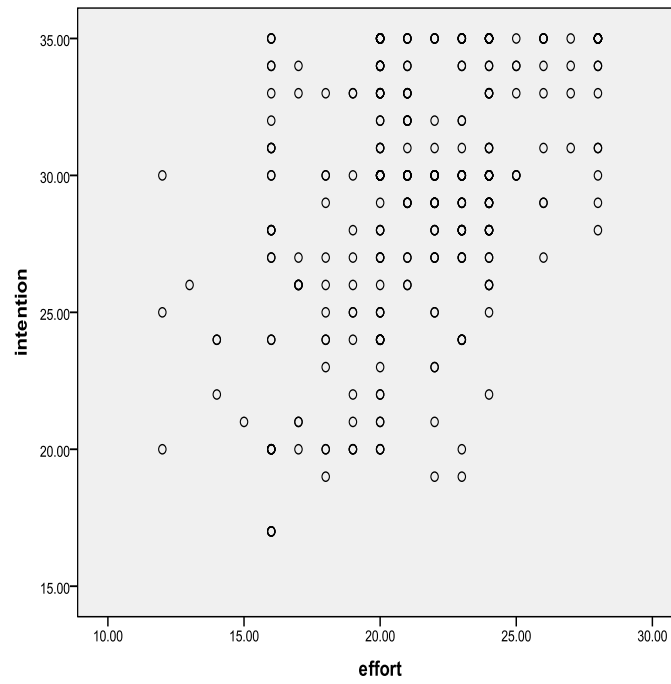
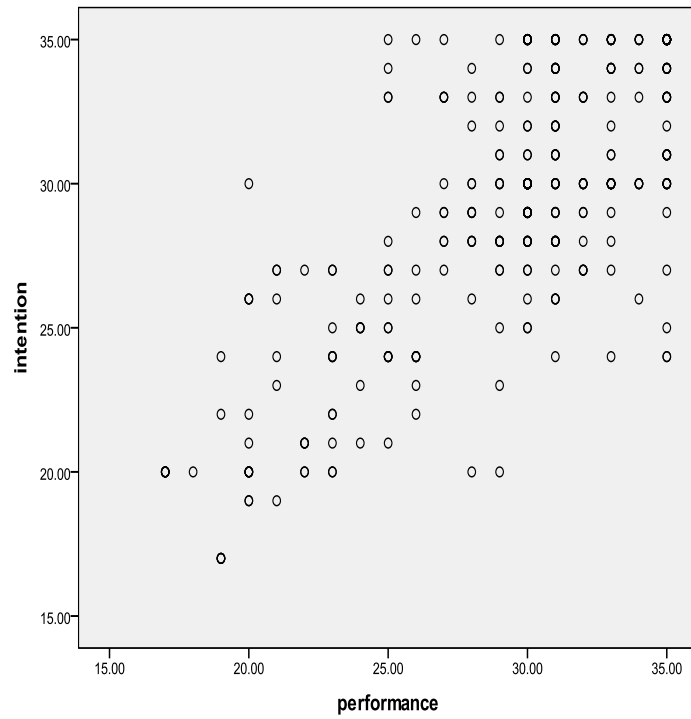


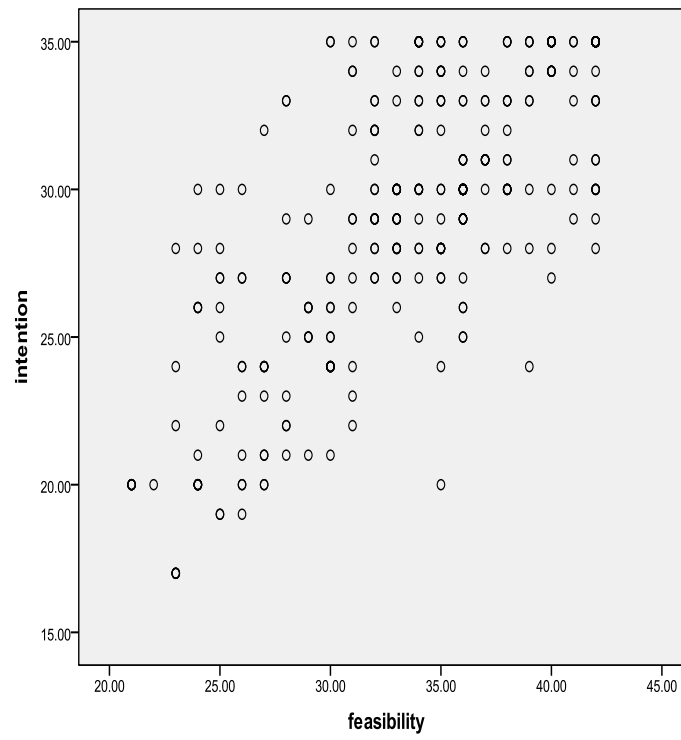
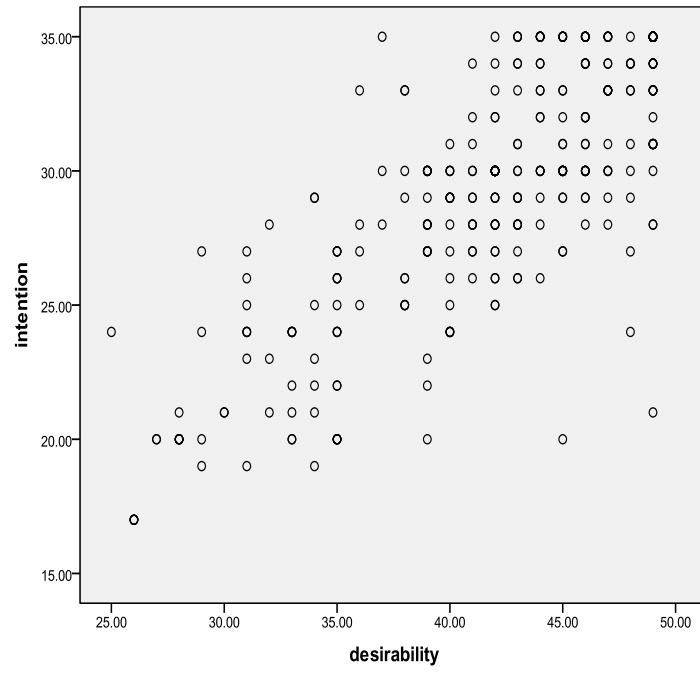


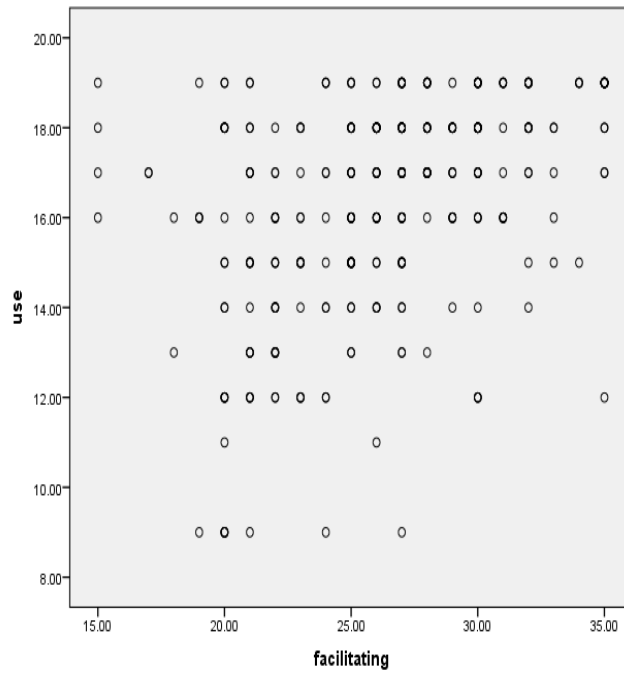
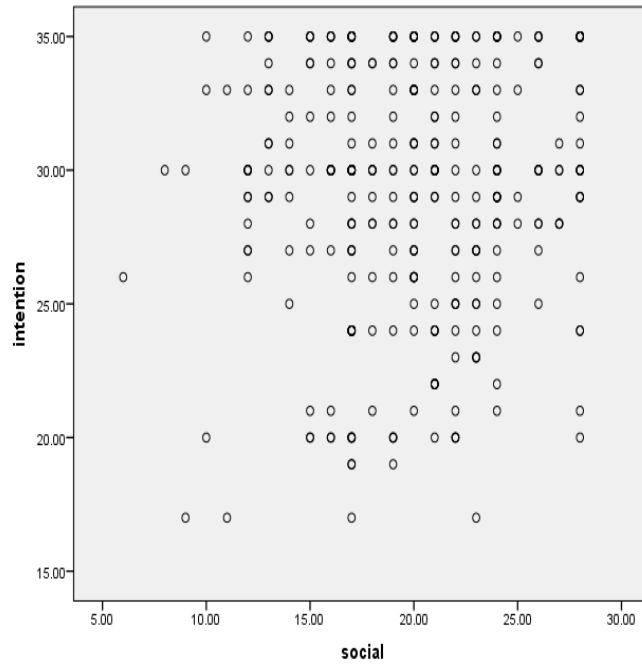




## Appendix B-2: Testing for Homoscedasticity and Linearity







### Appendix B-3: Reliability Analysis

Items	Corrected Item-Total Correlation	Squared Multiple Correlation	Alpha if Item Deleted
<b>Performance expectancy</b>			
PE1	.869	.784	.927
PE2	.885	.800	.924
PE3	.865	.799	.928
PE4	.803	.723	.939
PE5	.818	.718	.937
<b>Effort Expectancy</b>			
EF1	.798	.644	.913
EF2	.839	.720	.900
Ef3	.848	.739	.896
Ef4	.825	.689	.904
<b>Social Influence</b>			
SI1	.752	.571	.909
SI2	.839	.711	.879
SI3	.849	.729	.875
SI4	.795	.642	.895
<b>Facilitating Conditions</b>			
FC1	.741	.606	.851
FC2	.748	.631	.847
FC3	.783	.627	.839
FC4	.669	.463	.866
FC5	.642	.470	.873
<b>Perceived Desirability</b>			
PD1	.780	.632	.922
PD2	.829	.746	.918
PD3	.799	.733	.921
PD4	.837	.767	.917
PD5	.816	.698	.919
PD6	.721	.578	.929
PD7	.738	.583	.927
<b>Perceived Feasibility</b>			
PF1	.682	.519	.944
PF2	.831	.703	.926
PF3	.857	.759	.922
PF4	.852	.758	.923
PF5	.849	.812	.924
PF6	.840	.790	.925
<b>Intention To use</b>			
IN1	.722	.554	.918
IN2	.795	.679	.904
IN3	.836	.714	.896
IN4	.828	.778	.897
IN5	.810	.763	.901
Use1	.708	.515	.803
Use2	.779	.606	.739
Use3	.691	.489	.821
<b>Propensity to use</b>			
PTC1	.689	.505	.835
PTC2	.788	.640	.801
PTC3	.770	.611	.812
PTC4	.670	.463	.862
<b>Precipitating Events</b>			
PRE1	.715	.542	.863
PRE2	.814	.670	.825
PRE3	.780	.618	.838
PRE4	.682	.480	.875

## Appendix B-4: Exploratory Factor Analysis

Items	Factor Loading
Performance Expectancy1	.865
Performance Expectancy2	.818
Performance Expectancy 3	.825
Performance Expectancy4	.810
Performance Expectancy5	.643
Effort Expectancy 1	.884
Effort Expectancy 2	.840
Effort Expectancy 3	.821
Effort Expectancy 4	.869
Social Influence1	.858
Social Influence2	.813
Social Influence3	.822
Social Influence4	.882
Facilitating Condition1	.828
Facilitating Condition2	.772
Facilitating Condition3	.856
Facilitating Condition4	.809
Facilitating Condition5	.750
Perceived Desirability1	.862
Perceived Desirability2	.819
Perceived Desirability3	.667
Perceived Desirability4	.738
Perceived Desirability5	.851
Perceived Desirability6	.783
Perceived Desirability7	.649
Perceived Feasibility1	.435
Perceived Feasibility2	.643
Perceived Feasibility3	.825
Perceived Feasibility4	.460
Perceived Feasibility5	.525
Perceived Feasibility6	.535
Behaviour intention1	.462
Behaviour intention2	.644
Behaviour intention3	.562
Behaviour intention4	.646
Behaviour intention5	.643
Use behaviour1	.882
Use behaviour2	.848
Use behaviour3	.822
Propensity to use 1	.525
Propensity to use 2	.571
Propensity to use 3	.574
Propensity to use 4	.551
Precipitating events 1	.798
Precipitating events 2	.902
Precipitating events 3	.896
Precipitating events 4	.756

## Appendix C-1 - MODPROBE Result

### The Moderating Effect of Precipitating Events on Intention to use and Use Behaviour

Regression Summary

R-sq	F	df1	df2	p	n
.3674	62.9213	3.0000	325.0000	.0000	329.0000

```
=====
                b          se          t          p
Constant          16.5431      .1000      165.4491      .0000
Total intention    .2501        .0222      11.2840      .0000
Total precipitating .0633        .0175       3.6168      .0003
Interact          -.0085        .0033      -2.5412      .0114
=====
```

Interact is defined as:

Total intention X            total precipitating events

Conditional Effect of Focal Predictor at Values of the Moderator Variable

totalpre	b	se	t	p	LLCI (b)	ULCI (b)
-5.7958	.2993	.0257	11.6681	.0000	.2489	.3498
.0000	.2501	.0222	11.2840	.0000	.2065	.2937
5.7958	.2009	.0328	6.1268	.0000	.1364	.2653

Alpha level used for confidence intervals:

.05



## Appendix C-2

### The Moderating Effect of Propensity to Use on Perceived Desirability

Run MATRIX procedure:

SPSS Macro For Probing Interactions In OLS And Logistic Regression

Outcome Variable  
total intention

Focal Predictor Variable  
total perceived desirability

Moderator Variable  
total propensity to use

Regression Summary

R-sq	F	df1	df2	p	n
.6494	200.6540	3.0000	325.0000	.0000	329.0000

```
=====
              b          se          t          p
constant    29.5906     .1831    161.6093     .0000
totalper     .4016     .0479     8.3849     .0000
totalpro     .4543     .0493     9.2196     .0000
interact    -.0243     .0078     -3.1162     .0020
=====
```

Interact Is defined As:

total perceived desirability X            total propensity to use

Conditional Effect of Focal Predictor at Values of the Moderator Variable

totalpro	b	se	t	p	LLCI (b)	ULCI (b)
-4.1945	.5037	.0471	10.6835	.0000	.4110	.5965
.0000	.4016	.0479	8.3849	.0000	.3074	.4959
4.1945	.2996	.0672	4.4596	.0000	.1674	.4317

Alpha level used for confidence intervals:

.05

Moderator values are the sample mean and plus/minus one SD from mean

The focal predictor and moderator were mean centered prior to analysis

## Appendix C-3

### The Moderating Effect of Propensity to Use on Perceived Feasibility

Run MATRIX procedure:

SPSS Macro For Probing Interactions In OLS And Logistic Regression

Outcome Variable  
total intention

Focal Predictor Variable  
total feasibility

Moderator Variable  
total propensity to use

Regression Summary

R-sq	F	df1	df2	p	n
.6805	230.7600	3.0000	325.0000	.0000	329.0000

```
=====
              b          se          t          p
constant    29.5658     .1680     175.9603     .0000
totalfea      .3908     .0334     11.7134     .0000
totalpro      .4550     .0444     10.2373     .0000
interact     -.0211     .0061      -3.4647     .0006
```

Interact Is defined As:

total feasibility X total propensity to use

```
=====
Conditional Effect of Focal Predictor at Values of the Moderator
Variable
```

totalpro	b	se	t	p	LLCI (b)	ULCI (b)
-4.1945	.4791	.0403	11.8989	.0000	.3999	.5584
.0000	.3908	.0334	11.7134	.0000	.3251	.4564
4.1945	.3024	.0437	6.9280	.0000	.2165	.3883

Alpha level used for confidence intervals:

.05

Moderator values are the sample mean and plus/minus one SD from mean

The focal predictor and moderator were mean centered prior to analysis

## Appendix C-3

### List of Abbreviations

AVE	Average Variance Extracted
CFA	Confirmatory Factor Analysis
CMB	Common Method Variance
EPM	Entrepreneurial Potential Model
EEM	Entrepreneurial Potential Model
EFA	Exploratory Factor Analysis
IS	Information System
IT	Information Technology
IDT	Innovation Diffiusion Theory
MPCU	Model of Personal Computer Utilization
SCT	Social Cognetive Theory
SME	Small and Medium Sized Entrepresized
SEM	Structrual Equation Modeling
TRA	Theory of Reason Action
TPB	Theory of Planned Behavior
TAM	Technology Acceptance Behavior
UTAUT	Unified Theory of Acceptance and use of Technology