

The cover features an abstract design of overlapping geometric shapes in blue and orange, creating a sense of movement and depth. The shapes are layered, with some appearing to be cut out or layered on top of others, set against a light grey background.

ENTREPRENEURSHIP & BUSINESS MANAGEMENT

Practice, Process, Theory

Editors
Sabrinah Adam
Nursyazwani Mohd Fuzi

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PREFACE

The chapters in this book are based on the authors' collective research experiences in entrepreneurship and business management settings. The chapters in this book present readers with an understanding of the practice, process, and theory of entrepreneurship, as well as what makes entrepreneurs successful, all while building your entrepreneurial abilities. This book also assists in introducing practicing managers, specialists, professionals, and students to the realities of applying business management concepts. This book is divided into ten chapters: entrepreneurial orientation and organizational performance: the case of online businesses in Malaysia; customer buying behaviour during pandemic (Covid-19) towards Small Medium Enterprises (SMEs) in Johor; the role of heutagogy, peeragogy, and cybergogy in entrepreneurship education: a preliminary review; factors that can influence entrepreneurial intention among undergraduate students in Universiti Teknologi Malaysia, Johor; entrepreneurial self-efficacy and business performance: the case of women micro entrepreneurs; the conceptual paper of driving factors and challenges towards online grocery shopping lifestyle in Bintulu, Sarawak; environmental management accounting practices and organizational performance in the Malaysian manufacturing industry; improving patients' satisfaction at the physiotherapy department in Hospital A; action research on Chinese teachers in a private school; and factors influencing UTM's non-academic staff satisfaction in online shopping.

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Dr. Sabrinah Adam received her Ph.D. in Management in 2018 from Universiti Teknologi Malaysia (UTM) and successfully graduated on time (GOT) for her Ph.D. She has 4 years working experience in industry and 2 years' experience in academic line. Dr. Sabrinah Adam is currently a Senior Lecturer at Azman Hashim International Business School (AHIBS) since 2019 and present. She was appointed as the Head of Technology,

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Entrepreneurial Orientation and Organizational Performance: The Case of Online Businesses in Malaysia

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Abstracts

The aim of this study is to analyse the relationship for Malaysian online businesses between entrepreneurial orientation (EO) and organizational performance (OP) of online business in Malaysia. This study is using a structural equation modelling (SEM) technique to analyse the relationship between EO and OP for the Malaysian online business. Based on the proposed conceptual model, research hypothesis was developed. A survey of 381 respondents from the Malaysian online business owner/founder had been carried out. The findings showed that the variables entrepreneurial orientation of innovativeness, proactiveness, risk-taking, competitive aggressiveness, and autonomy have a major effect on the financial and non-financial performance of organizations. In the present study, the perception of the value of studying the relationship between EO and OP was highlighted. This study offers valuable guidance for online business owners/founders to adopt EO to enhance their organizational efficiency and compete in the digital sphere.

Keywords: Entrepreneurial orientation, organizational performance, online business, Malaysia

Introduction

Online businesses in Malaysia are targeted as one of the main contributors for the development of excellent and knowledgeable generations, who need to cope with the current digital transformation. Online business in Malaysia has turned out to be progressively vital due to the opportunities offered to entrepreneurs to generate revenue and create a better future (Adam et al., 2019; Han & Li, 2020). To grasp the 4th Industrial Revolution, 80% of business leaders from 13 Asia Pacific countries, including Australia, China, Malaysia, Singapore, and New Zealand, have indicated the urgency for the digital transformation of businesses for future growth because of the importance of online business. In Malaysia, the online business sector is experiencing growth, especially with the assistance from the government as presented in the 2021 budget to build a strong foundation for entrepreneurship in the country towards enriching sustainable development (Moradi et al., 2020; Chavez et al., 2020).

One of the practices that need to be considered in this study is Entrepreneurial Orientation (EO). EO refers to the methods, strategies, and decision-making behaviours implemented by entrepreneurs, culminating in the birth of a business defined by the following dimensions, a desire to behave autonomously (autonomy); a willingness to innovate (innovative) and take chances (risk-taking); a tendency to be aggressive towards rivals (competitive aggressiveness); and proactive in relation to market opportunities (proactiveness) (Lumpkin & Dess, 2001). Failed Internet entrepreneurs are blamed for not properly developing their decision-making skills. This is because there is still a lack of implementation of EO in online businesses, particularly in developing countries, such as Malaysia. Therefore, there is a substantial gap for Malaysian online companies in this report on EO.