

**UNIVERSITI SAINS MALAYSIA  
GERAN PENYELIDIKAN UNIVERSITI PENYELIDIKAN  
LAPORAN AKHIR**

**AN EXPLORATORY STUDY ON WOMEN'S INNOVATIVENESS  
USING GENDER ANALYSIS FRAMEWORK**

**PENYELIDIK**

**PROFESOR DATO' DR. RASHIDAH SHUIB**

**2018**

**Progress Summary**

**Project Progress : 100.00%**  
**Budget Used : 95.98%**  
**Human Capital : 100.00%**



**Current Outcome**

Type	Number
Activities	2
Publication	2
Exhibition	0
Intellectual Property	0
Product	0

**Milestone**

No.	Description	Project Completion Contribution	Expected Completion Date	Completed Percentage	Actual Completion Date	Contributed Progress
1	Starting the preliminary meeting with all researchers	6.67	31/08/2013	100	30/08/2013	6.67%
2	Preparing and developing interview guide for the qualitative exercise	6.67	30/09/2013	100	30/09/2013	6.67%
3	Applying for ethical approval	6.67	31/01/2014	100	31/01/2014	6.67%
4	Completion of Data Analysis for the qualitative phase	6.67	30/04/2014	100	30/04/2014	6.67%
5	Starting a data collection for the qualitative phase	6.67	30/09/2014	100	30/09/2014	6.67%
6	Completion of transcribing	6.67	31/01/2015	100	31/01/2015	6.67%
7	Preparing and developing questionnaire (survey)	6.67	31/03/2015	100	31/03/2015	6.67%
8	Searching, reading and synthesizing a comprehensive literature review	6.67	31/07/2015	100	31/07/2015	6.67%
9	Identifying and hiring Graduate Research Assistant (masters candidate)	6.67	31/08/2015	100	31/08/2015	6.67%
10	Starting a data collection for the quantitative phase	6.67	31/12/2015	100	31/12/2015	6.67%
11	Identifying and hiring enumerators (to administer the survey)	6.67	31/12/2015	100	31/12/2015	6.67%
12	Starting a data collection for the quantitative phase	6.67	31/12/2015	100	31/12/2015	6.67%
13	Starting to write for publication and presenting at the conference	6.67	31/01/2016	50	31/01/2016	6.67%
14	Data entry and data analysis from the quantitative survey	6.67	30/04/2016	90	30/04/2016	6.67%
15	Final report submission	6.67	30/06/2016	70	15/08/2016	6.67%
<b>Overall Progress</b>						<b>100.00%</b>

**Research Abstract**

The objective of this study is to assess the levels of Entrepreneurial Orientation (EO) and women leadership on new innovation contextualised within institutional and family roles. Women's position at societal and home are multifaceted and their entry in entrepreneurship is often intertwined with gender roles and institutional structures. Existing EO model is not gender responsive nor does it address gender-related constraints that form barriers to many of women micro-entrepreneurs to access credit and entrepreneurial opportunities. Addressing the constraints, which are possibly structural or socio-cultural, could enhance EO among them. Since women perceived entrepreneurial opportunities and necessities differently than men, increased innovative offerings as economy developed, were motivated more by opportunity rather than necessity, and perceived opportunities as directly linked with entrepreneurial capabilities (managerial and leadership), the study will have a strong impact on enhancing women's abilities (visioning and charting) to exploit new opportunities instrumental in entrepreneurship and moving the economy up the value chain. Additionally, Malaysian women enterprise owners demonstrated positive assimilation in entrepreneurial and market orientation dimensions although they exhibited higher than average fear for failure when compared to Taiwanese and Chinese women. As most of the local researches mainly focused on SMEs including women entrepreneurs, studying micro-entrepreneurs is timely to recognize their major representation and ownership of the total women's SMEs economy which contributes significantly to Malaysia GDP's growth (32.5 %). As evidenced in the 10th Malaysia Plan, institutional enablers have been set to accelerate entrepreneurship - investing in creativity, raising the capabilities and capacities for knowledge and innovation of specifically the bottom 40 % population through entrepreneur development programmes. The study will recommend the gender responsive model of Entrepreneurial Orientation using Social Relations Approach for policy development to leverage on women's potential and innovativeness for growth in SMEs and Malaysia's GDP. Both qualitative and quantitative data collection will be employed.

**Summary of Research Findings**

Summary of findings ERGS

a) Women's reproductive roles, often reflected in the "motherhood" image collude, interact and intersect with the owner manager roles within the macro-meso and micro context. It is critical that these contextual layers be further examined and understood in terms of how and what the impact would be on women's entrepreneurship and innovativeness. It is also important to pay attention to women's reproductive roles in order to understand fully women micro-entrepreneurs.