
**MALAYSIAN CRAFT INDUSTRY: CONSTRUCTING THE
UNDERLYING FACTORS IN ENTREPRENEURIAL TRAITS**

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ABSTRACT

Malaysian craft industry is currently in transformation from focusing on social-based activities into profit-based activities. Thus, the entrepreneurial traits and skills become important in developing the industry in Malaysia. Kraftangan Malaysia is a government agency that responsible in implementing the public policy that regarding the development of entrepreneurial traits among craft entrepreneurs. Since the emergence a new concept of several numbers of entrepreneurial traits, business performance has become important aspects in producing new paradigm in Malaysia craft industry. Nowadays, Kraftangan Malaysia is hardly to identify the factors that should be emphasized in constructing entrepreneurial traits among craft-makers in Malaysia. Therefore the purpose of this paper is to construct the underlying structure in a set of data and validity of factors that was developing based on literature. The confirmatory factor analysis is a method that was used to study the validity of components in factors of; need for achievement, locus of control, creativity, innovative, and grab market opportunities. The result indicates that there were only 45 from 68 components of the rotated component matrix are above 0.5. Furthermore, the existences of various factors in this study are valid; however, the components of instrument become reduce. Therefore, the questionnaire is surely can be to make a further study without doubt in inferential analysis. Additionally, the finding of this confirmatory factor analysis become important to entrepreneurship agencies and industry players in constructing the programs, policies, guideline and any model that involve with the variables in developing the entrepreneurial traits.

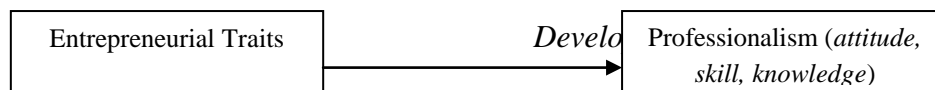
KEYWORDS: Entrepreneurial traits, craft industry, confirmatory factor analysis, entrepreneurship

INTRODUCTION

Nowadays, the importance of entrepreneurial traits studies is well recognized, as reflected by the increasing number of studies related to entrepreneurship in recent years, for examples; Shane et al, 2003; Llewelly et al, 2003; Littunen, 2000; Gartner, 1990; Bird, 1998; and McClelland, 1961. These previous studies have largely addressed the factors which have affected entrepreneurial traits and how they have occurred. In order to study the entrepreneurial traits in Malaysia craft industry, it is significance to investigate the factors of entrepreneurial traits through identify the items and factors which have a valid components. Malaysian Handicraft Development Agency or known as *Perbadanan Kemajuan Kraftangan*

Malaysia (Kraftangan Malaysia) is a government agency which is responsible in developing the Malaysian craft entrepreneurs to become more professional in context of skill, knowledge and attitude. The factors of entrepreneurial traits become prominent in constructing the professionalism of Malaysian craft-makers. The question is what the underlying and validity factors that should be emphasize as well as to create a confirmatory factor.

Figure 1: The important of entrepreneurial traits in developing the professionalism



Previous study have shown that craft entrepreneurs are much more artistic creativity reliant and it is one of the most common entrepreneurial characteristics possessed by them (Ghouse, 2008). Therefore, Kraftangan Malaysia has taken the responsibility to provide facilities, technology, and workshop training programs to develop craft entrepreneurs who are more idealistic, innovative, able to grab market opportunities, and able to manage their business strategies (Kraftangan Malaysia, 2008). The aim of this agency is to develop the skills and sense of entrepreneurship among craft entrepreneurs in Malaysia, in terms of their innovativeness, creativeness, ability to be independent, readiness to take risks, and capability to solve problems. Therefore the purpose of this paper is to construct the establishment of validity in entrepreneurial traits by using confirmatory factor analysis. Confirmatory factor analysis becomes prominent method in this article to summarize or reduce the data from a large set of variables to a smaller set of components, and further in empirical study.

MALAYSIAN CRAFT INDUSTRY

The term craft industry refers to a set of interlocking sectors, and it is a growing part of the global economy which often focuses on creating and exploiting intellectual property products such as textiles, handicrafts, films, performing arts, or fashion designs; or providing business-to-business creative services (Marcus, 2005). Craft industry has been considered as a new practice in Malaysia and it has also been established in several sectors related to the needs of idea development in art composition through creativity, such as; craft, batek, songket, wood carving, furniture, music, and film. In the United Kingdom, the craft industry as part of creative industry has become one of the main economic sectors which contributed to the gross domestic product, with the growing rate faster than any other economic sectors in the years of 1997 to 2003 (Einarsson, 2002). In addition, it had also expanded by an average of 6% per annum as compared to previous years which was only 2% per annum (Carey & Naudin, 2006). Similarly to the United Kingdom, Malaysia has given a positive feedback towards the development of craft industry in the country (Hatta Azad Khan, 2006).

According to Rais Yatim (2006), the Ministry of Culture, Arts and Heritage has taken the responsibility to ensure the rapid development of creative industry in Malaysia. Malaysia has vast cultural and creative resources in the fields of performing arts, visual and fine arts, Islamic calligraphy and *Jawi* writing, films, arts education, literary works and crafts which can be further developed and exploited. During the Ninth Malaysian Plan, the economic potential of the creative cultural industry would be further developed through close collaboration between the public and private sectors (Kraftangan Malaysia, 2008). In order to

facilitate the development of the craft industry and to ensure its contribution to the economy, the Government will continue to provide encouraging environment as well as supportive infrastructure. The development of craft industry will also be highly encouraged by the government. The government will provide various facilities at the state level, in which the state cultural centres and galleries could be utilized to promote the activities. In addition, the government will also provide business premises to craft entrepreneurs to promote their crafts and products.

The successful entry of the Malaysian craft entrepreneurs into the global market of consumer goods such as film, music, textile, furniture and craft in early 2000s clearly proved that Malaysian entrepreneurs could no longer depend on local market as the primary source of economic growth. The craft industry has also been identified as one of the keys to transform the Malaysian economy. This is due to the reason that several sectors in creative industry could be potentially grown and developed as they could enhance innovation and could result in improved productivity and the economy. In fact, the craft industry in Malaysia has contributed to the GDP, and it is also currently growing at a faster rate in economy (Rais Yatim, 2006).

The craft industry in Malaysia is in transition from focusing on social-based activities to profit-based activities. Thus, entrepreneurship skills are very important in the craft industry. Although numerous descriptive studies and some valuable empirical research have been undertaken in this regard, most of these studies do not provide sufficient guidelines to industrial practitioners on ways to further develop the craft industry in Malaysia. One of the latest interesting developments in the promotion and development of entrepreneurially-oriented competencies in Malaysia is the publication of several policies made by the Ministry of Entrepreneurial Development and Cooperation. A key issue emphasis by the Ministry is the proper development of skills, as required by the market place, specifically the entrepreneurial and business skills.

ENTREPRENEURIAL TRAITS IN CRAFT INDUSTRY

As the craft industry is transforming from the producing sector into complex industrialization, entrepreneurship becomes the main attribute to the development of personality traits among craft entrepreneurs in a business performance, in terms of growth, profitability, competitiveness, and management. The study of entrepreneurial traits among craft-makers has become both fashionable and popular in order to explain the relationship of motivation and business performance in a craft industry. According to Stevenson (1983), successful entrepreneurs are described as high motivated and innovative individuals who recognize opportunities and marshal resources to achieve their goals and improve their business performance. Nowadays, some successful entrepreneurs who are highly motivated have contributed to the growth of entrepreneurial traits in the Malaysian craft industry (Rais Yatim, 2006). Therefore, those craft entrepreneurs who are highly motivated will contribute to the development of entrepreneurial traits and the business performance in the craft industry.

Instead of that, the government plays an important role in developing entrepreneurial traits and the business in the craft industry. Recently, the Minister of Culture, Arts, and Heritage has taken the responsibility to ensure the success of craft industry in Malaysia to become a reality (Rais Yatim, 2006). The government has to restructure the development of personality traits related to entrepreneurship. Although excellent infrastructure is provided, it would

become useless if we fail to produce good humans to manage the business in the craft industry. Therefore, the government would take the responsibility to develop people with good personality traits so that they would become better entrepreneurs in the craft industry (Rais Yatim, 2006).

Kraftangan Malaysia is a government agency which is responsible for the implementation of the government policy in developing entrepreneurial traits among craft entrepreneurs in the Malaysia craft industry. Since the emergence of a new concept of entrepreneurial traits, commitment and business performance have become two important aspects in producing new craft entrepreneurs in Kraftangan Malaysia. Craft entrepreneurs have to work within artistic values and commercial realities to ensure successful implementation of the government policies in the craft industry. Even though the development of entrepreneurial traits also become an important field of enquiry in relation to the academic study of entrepreneurship and the development of new entrepreneurs, it remains an area which is not well understood among craft industry practitioners in Malaysia.

FACTORS IN ENTREPRENEURIAL TRAITS

As well as discuss by a number of authors, the study of entrepreneurship is closely related to the study of entrepreneurial traits and performance, such as; locus of control (Rotters, 1966), self-efficacy (Zhao et al, 2005), tolerance for ambiguity (Koh, 1996); risk-taking propensity (Thomas et al, 2000); and need for achievement (McClelland, 1987). However, five independent variables or factors of entrepreneurial traits have been identified in this study. It is a multi-dimensional construct that constitutes from different components, such as; need for achievement (McClelland, 1961), locus of control (Rotter, 1966), creativity (Matheeson, 2006), innovative (Littunen, 2000) and grab market opportunities (McClelland, 1961). Table 1 has shown the variables that was discussed by the industrial players, policy-makers, authors and academicians regarding the factors that should be emphasises in designing the program relate the entrepreneurial traits development.

Table 1: The factor of entrepreneurial traits

Factors	Indicators	Authors
Need for Achievement	i. Looking for a better improvement.	Littunen, 2000; McClelland, 1961;
	ii. Capable to challenging task	
	iii. Set the target through own effort	
	iv. Problem solving	
Locus of Control	i. Capable to control one’s own life	Rotter, 1966; Littunen, 2000;
	ii. Self confidence	
	iii. Ability of entrepreneurs to influence events	
	iv. Capable to turning thoughts into action	
Creativity	i. Creativity is the key value in entrepreneurship	Marcus, 2005
	ii. Capable to develop new product	
	iii. Capable to differentiate product	
	iv. Create strategic planning and	

implementation

Innovative	i. Develop current product performance	Littunen, 2000;
	ii. Develop current production	Bird, 1989
	iii. Create new source of supply	Drucker, 1988
	iv. Create new structure in management	
GrabMarket Opportunities	i. Capable to study market environment	McClelland, 1961
	ii. Strong character to face competitors	
	iii. Strategic to grab opportunities based on their strength.	

LITERATURE REVIEWS

Nowadays, the definition of entrepreneurship is defined in a variety of ways, depending on the studies that are focused. In fact, the concept of entrepreneurship varies from country to country as well as from period to period and the level of economic development thoughts and perceptions. According to Leff (1980), entrepreneurship can be defined as individual who has a capacity for innovation, investment, and expansion in new markets. Gartner (1990) describes the entrepreneur theme as the idea that entrepreneurship involves individuals with unique personality characteristics and abilities in a context of creativity, vision, commitment, perseverance, autonomy, locus of control, and risk taking. Most of the entrepreneurial studies today include motivation in a context of human development in entrepreneurial personality. In fact, the word entrepreneurs has become a common term used to describe people who are innovative, creative, able to identify opportunities, and also motivated (Shane et al, 2003).

Some researchers have recognized entrepreneurial traits are a person to recognize an opportunity, and marshal the resources to take advantage of, or act on that opportunity (Huefner et al, 1996; Chung & Gibbons, 1997; Begley, 1987). Stevenson (1983) also agree with this statement which highlighted the success of entrepreneurial traits that is described as a highly motivated and innovative in a context of recognized opportunities and marshal resources to achieve their goals. Generally, an entrepreneurship can be comprised as an individual who creates a new business in advance economy; in the face of risk and uncertainty for the purpose of achieving profit and growth by identifying significant opportunities; and assembling the necessary resources to capitalize on them to augment his business interest (Schumpeter, 1934; Shane et al, 2003; Leff, 1980; Shefsky, 1994). There are several factors in personality traits become as variables which contribute to the development of entrepreneurship. Casson (1982) has claimed that there are several types of characteristics which have been closely associated with entrepreneurial traits, namely; possessing the ability to take risk, innovativeness, knowledge of how the market functions, manufacturing know how, management skills and the ability to co-operate. This study focuses on several factors which influence the personality traits of entrepreneurs in a craft industry which affect their business performance, there are; need for achievement, locus of control, creativity, innovativeness, and also the ability to grab market opportunities. Each variable in this research has its own indicators in a guide to set up items in a questionnaire. All the items

were already used by the researcher which had been identified in previous researches. The table x below is the description of variables which are several indicators that are used as a research instrument and measurement in this study.

METHODOLOGY

Generally, the purpose of this empirical study technically to reduce a large number of variables to a smaller set of underlying factors that summarized the essential information contained in the variables. It is also attempt to construct the establishment of validity of an instrument that were emergence of entrepreneurial traits and practices in Kraftangan Malaysia. Therefore, the confirmatory factor analysis (CFA) is method that has been identified in this study to summarize the components and constructs the validity of variables. Fundamentally, this research was adopted the process in research design as well as to test the specific hypothesis or theories concerning the underlying a set of variables. According to Pallant (2010), sample size and the strength of relationship among the variables are the main issues that have to consider in determining the particular data set is suitable for factor analysis or not.

As discussed in a literature, there are six major variables of entrepreneurial traits were include in this study, there are; need for achievement, locus of control, creativity, innovative, and grab market opportunities (McClelland, 1961, Littunen, 2000). Table 2 show the number of items based on indicators that were identified through the variables.

Table 2: An arrangement of items in questionnaire

Sections	Parts/ Indicators	Items	Scale
Need for Achievement	Better improvement	3	Likert scale
	Challenging task	3	
	Set the target	3	
	Problem solving	4	
Locus of Control	Controlling owns life	3	Likert scale
	Self confidence	3	
	Influence events	3	
	Turn thought into action	3	
Creativity	Key value in entrepreneurship	4	Likert scale
	Develop new product	4	
	Differentiate product	5	
	Strategic plan	5	
Innovative	Develop current product	4	Likert scale
	Develop current production	3	
	Source of supply	3	
	Structure in management	3	
GrabMarket Opportunities	To study market	4	Likert scale
	Strong character	3	
	Grab opportunities	5	

An effort to assess the entrepreneurial traits, a survey method was adopted to collect premier data directly from the respondents. Therefore, a questionnaire had used as a medium in this survey to collect data through face-to face and through the mail. Hence, the researcher had planned systematically to design a set of questionnaire which was required to fulfil the objectives.

1.1 Population

Fundamentally, the scope of population in this study focused on craft entrepreneurs (*Usahawan Kraf*) who had registered with Kraftangan Malaysia. Generally, most of them are operated their business in fourteen states of Malaysia, there were; Kedah, Perlis, Pulau Pinang, Perak, Selangor, Negeri Sembilan, Melaka, Selangor, Johor, Pahang, Terengganu, Kelantan, Sabah and Sarawak. According to the statistics produced by Kraftangan Malaysia, there were 1,347 craft entrepreneurs (*usahawan kraf*) from the whole of Malaysia who are registered under this agency, whereby most of them are operated as producers, distributors, agents, and retailers.

Table 3: The number of population in Kraftangan Malaysia based on Different states (Kraftangan Malaysia, 2008)

No	State	Populations	(%)
1	Kuala Lumpur	17	1.2
2	Selangor	34	3.6
3	Perak	244	18.0
4	Terengganu	190	14.0
5	Sabah	354	26.3
6	Sarawak	85	6.3
7	Melaka	17	1.2
8	Perlis	19	1.4
9	Johor	28	2.0
10	Pulau Pinang	55	4.0
11	Negeri Sembilan	68	5.0
12	Pahang	78	5.8
13	Kedah	129	9.6
14	Kelantan	29	2.2
Total		1347	100.0

1.1

1.2 Sample

In order to give an equal chance to all the population in Kraftangan Malaysia, this study had decided to use a Stratified Random Sampling to measure all the elements of population in this study. There are a lot of opinions among scholars to determine the sample design and size in their research work. In fact, some of them have already developed their tables and theories to explain the right way to decide the sample size. Therefore, this study had applied the sample

size model that had been developed by Sudman (1976) and Sekaran (2005) in this study. According to the table of sample size that was developed by Sekaran (2005), there are a number of 309 respondents which are required for the sample size of 1,500 of total population. Therefore, this study will select 309 sample representatives from the total number of population which includes 1,347 from 14 states in Malaysia. Sudman (1976) also agrees with Sekaran (2005) which mentioned that are not less than three hundred of sample needs to respond for researches which are involved of two thousand populations and less than that figure. In fact, this sample size also becomes suitable in summarizing the set of variables to the smaller set of factors and valid in this analysis.

Table 4: Stratified random sampling according state

State	Population	Sample
Kuala Lumpur	17	3
Selangor	34	8
Melaka	17	4
Negeri sembilan	68	15
Terengganu	190	41
Pahang	78	17
Kelantan	29	6
Sabah	354	75
Sarawak	85	18
Perlis	19	4
Pulau Pinang	55	12
Kedah	129	26
Perak	244	52
Johor	28	28
Total	1,347	309

ANALYSIS AND FINDINGS

According to Hair (1995), factor analysis is a multivariate technique to define the underlying structure in a set of data. A hundred of related items in a set of questionnaire should measure a concept to identify the separate factors consisted. In factor analysis, the analyst can first identify the separate factors and determine the extent to which each item is explained by each factor. Therefore, several hundreds of variables can be grouped into smaller representative subset of factors. The factor analysis can also be considered as a statistical instrument to reduce a vast number of variables to a meaningful, interpretable, and manageable set of factors (Piaw, 2009).

In the beginning, this research had developed sixty-eight items in a separated five independent variables; there were 13 items in a need for achievement; 12 items in a locus of control; 18 items in creativity; 13 items in innovativeness; and 12 items in a grab market opportunity. After the data were run in factor analysis on SPSS version 20.0, the number of variables was still maintained as in the beginning.

Table 5: The differentiated number of items before and after factor analysis runs

Independent Variable	Before runs the Factor Analysis	After Factor Analysis runs
Need for Achievement	13 items	7 items
Locus of Control	12 items	8 items
Creativity	18 items	13 items
Innovativeness	13 items	9 items
Grab Market Opportunity	12 items	8 items
Total	68 items	45 items

However, there were only 45 components of the rotated component matrix that were above 0.5. Therefore, the number of items for each independent variable had reduced to a smaller number, such as; 7 items in a factor of need for achievement; 8 items in a locus of control; 13 items in creativity; 9 items innovativeness; and 8 items in a grab market opportunity. Table 5 highlighted the differentiated items before and after factor analysis runs on SPSS version 20.0. In fact, some of the items had changed with each other in factor loadings (independent variables). Table 6 below showed the factors loading of all variables obtained using maximum likelihood factoring, varimax rotation, fixed number of factors 5, and exclude case list wise on SPSS version 20.0.

Based on the patterns of the factor loadings obtained in the factor analysis, five factors were named accordingly. The first factor consisted of 13 items and was named “Creativity” which is ability to stimulate the creativity of creative entrepreneurs in Kraftangan Malaysia. The second factor consisted of 8 items and named “Locus of Control”. The third factor consisted of 9 items and this factor was named “Innovative” on creative entrepreneurs towards their strategic management and product development. Next, the fourth factor consisted of 7 items which was named “Need for Achievement”. Lastly, the fifth factor consisted of 8 items was named as “Grab Market Opportunities”. These factors of dimensions were named appropriately according to the literature which was related to the independent variables of entrepreneurial traits.

Table 6: Factor Analysis (Rotated Components Matrix)

N o	Items	Components / Factor Loading				
		F1	F2	F3	F4	F5
1	Creativity has aided me to increase our business strength	0.684				
2	Creativity has aided me to overcome our business problem	0.682				
3	I will differentiate a product in term of competitive	0.627				

prizes		
4 Creativity has aided me to strategize any business threats	0.617	
5 I'm interested to design a new product	0.596	
6 Creativity aided me to develop business relation	0.595	
7 I'm interested to differentiate a product	0.583	
8 I will differentiate a product in term of attractive design	0.569	
9 Creativity aided me to identify business opportunities	0.558	
1 Issues become as inspiration to develop my creativity	0.548	
0		
1 I'm study the market to observe the new product design	0.532	
1 The market information has aided me to differentiate our product	0.523	
2		
1 Creativity has aided me to solve our business problem	0.517	
3		
1 Creativity has aided me to differentiate product from competitors	0.627	
4		
1 Creativity play a prominent role to create a strategic planning	0.568	
5		
1 I'm interested to influence consumer to buy my product	0.548	
6		
1 My creativity capable to develop a new product	0.546	
7		
1 I'm assured that I can face with any issues	0.545	
8		
1 Creativity has aided me to develop business strategic	0.538	
9		
2 I'm capable to develop my business influence	0.525	
0		
2 I'm capable to realize my thought into action	0.512	
1		
2 I'm attempt to develop my business production	0.708	
2		
2 I will study to upgrade my business producing	0.607	
3		
2 We need to upgrade employees' skill in developing productivity	0.557	
4		
2 I'm interested to develop product performance based on demand	0.541	
5		
2 I'm interested to develop my business company	0.527	
6		
2 I'm need to follow any current issues in my company	0.523	
7		
2 I'm need to develop an inventory management in my	0.5	

8 company	08	
2 Technology is highly contributed to my business	.50	
9 production	4	
3 I'm always study the raw product in a market place	0.5	
0	01	
3 I will solve the problem without depending on other	0.59	
1 parties	4	
3 I will develop the business strategic based on my	0.57	
2 strength	6	
3 I will make sure that business objectives achieved the	0.57	
3 target	1	
3 I will get information before solving any problem	0.51	
4	9	
3 I'm not interested depending on other parties in	0.51	
5 business	1	
3 I will determine my business' vision and mission	0.50	
6	6	
3 I'm willing to face any problem as well as to solve its	0.50	
7	2	
3 I will develop business strategic based on my strength	0.6	
8	29	
3 I will develop business strategic based on sources that	0.5	
9 we have	79	
4 I'm always study the market which are related to my	0.5	
0 business	78	
4 I will refer to any references to study the business	0.5	
1 environment	28	
4 I will utilized my strength to achieve my business	0.5	
2	21	
4 I will overhaul my previous weaknesses and mistake	0.5	
3	18	
4 I will plan to strategize my business management	0.5	
4	16	
4 I will overcome my weaknesses to grab market	0.5	
5 opportunities	04	

DISCUSSION AND SOLUTIONS

Fundamentally, the theory of entrepreneurial traits relates to individual entrepreneurs who have the ability to take risk, innovative, knowledgeable of the market functions, have marketing and business management skills; and have influence on the personality traits (Littunen, 2000). According to the literature of entrepreneurship, the theory of entrepreneurial traits has utilized the factors of motivation as characteristics of successful entrepreneurs (Gurol and Atsan, 2006; Gamage et al, 2003; and Hansemark, 1998). Littunen (2000) has also advocated that entrepreneurs are those who are highly motivated people and pleasant to build as entrepreneurial personalities. Additionally, Shane et al (2003) have identified that the motivational factors which influence the entrepreneurial traits are need for achievement, risk-

taking, tolerance for ambiguity, locus of control, self-efficacy, creative, innovative, goal setting, and ability to grab market opportunities.

Therefore, that confirmatory factor analysis is a study to reduce or summarised a large set of variables by using a smaller set of factors that have discussed by the previous literatures. As discussed in this analysis, the exploratory factor analysis become as a main approach in this study to describe the literature where it construct the components of instruments as well as to gather information about the interrelationships among a set of variables. Furthermore, the results indicated that the existences of various factors in this study are valid; however, the components of instrument become reduce. Therefore, the factors and items in a questionnaire is surely can be make a further study without doubt in inferential analysis.

As an initiative of Malaysian federal and state government to globalize the craft product, the development of skill and cultural acculturation among the craft entrepreneurs become crucial as well as to make them to become a good player in a global competitive market. Instead of confirmatory study of this research, the finding of this factor analysis become important to entrepreneurship agencies and industry players in constructing the programs, policies, guideline and any model that involve with the development of entrepreneurial traits. Finally, the components of exploratory factor analysis also can be used in developing the entrepreneurship program. Consequently, the research findings reveal how the literature of entrepreneurial traits theory and its recommendations are reflected in the practices of Kraftangan Malaysia. In other words, the valid factor of entrepreneurial traits theory (e.g. need for achievement, locus of control, creativity, and grab market opportunities) among craft entrepreneurs in Kraftangan Malaysia is highly associated the literature.

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