

Bumiputera Women Entrepreneurs' Psychological Characteristics: A Case Study from Penang, Malaysia

Norrina Din^a, Mohd Subri Tahir^b, Leylawati Joremi^c, & Norashida Othman^d

^aFaculty of Hotel and Tourism Management, Universiti Teknologi MARA Cawangan Pulau Pinang Kampus Permatang Pauh, 13500 Permatang Pauh, Pulau Pinang.

^bDepartment of Business Management, Faculty of Business and Management, University Teknologi MARA, Pulau Pinang Campus 13500 Pulau Pinang, Malaysia

^{c,d}Department of Economics and Financial Studies, Faculty of Business and Management, University Teknologi MARA, Puncak Alam Campus 42300 Selangor, Malaysia

[https://doi.org/10.35609/gcbssproceeding.2022.1\(8\)](https://doi.org/10.35609/gcbssproceeding.2022.1(8))

ABSTRACT

It is not wrong to say that entrepreneurship is one of the toughest jobs on the planet. This is because, this job requires a person to be creative, proactive and resilient in order to expand and sustain their business, especially during uncertain situations like the COVID-19 pandemic. Recently, the SARS-COV-2 virus has shocked the world, impacting both the public health and economies around the world. The paralysis of productive operations is one of the collateral consequences of the virus, with major economic and social consequences around the world (Bapuji et al., 2020). Many well-known brands in a variety of industries are likely to go bankrupt as a result of the COVID-19 outbreak as consumers stay at home and economies shut down. Besides that, the survival of small businesses has been jeopardized in this tough situation. The crisis is radically altering the world with the worst pandemic in the entire history (Afshan et al., 2021). The COVID-19 pandemic has pressured many businesses to close down, causing unprecedented interruptions in most areas of the economy. However, overcoming these obstacles does not guarantee a bright future or even a future at all (Shah et al., 2020). Therefore, entrepreneurs should strategize their plan to sustain their business. Other than strategies, the psychological characteristics were found to be significant factors for sustaining business among entrepreneurs (Schmitt-Rodermund, 2004). The research on psychological characteristics of entrepreneurs has long been studied; however, information is scarce in terms of the main psychological characteristics of the entrepreneur, especially during the COVID-19 pandemic among women entrepreneur. Therefore, this study aimed to explore Bumiputera women entrepreneurs' psychological characteristics that enable the survival of their business.

Keywords: Entrepreneur, Psychological characteristics, Proactive and Creative