Research Article

The Inclinations of Entrepreneurial Cognitive, Personality Traits and Competencies: The Empirical Study of E-Commerce New Ventures in Malaysia.

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Abstract: Studies on entrepreneurship have revealed its main components over the past three decades, especially for novel venture construction practices, and this has been extensively debated by the scholars. The key actor in the entrepreneurship is the one who is in charge for creating new projects, is an entrepreneur. Most existing studies have researched aspects of entrepreneurial cognitive and personality attributes that have addressed developing new ventures in general, but neglected e-commerce projects. The previous researchers devoted the relatively less attention to entrepreneurial resources that lead to new venture creations in e-commerce. This research attempts to determine the role of the cognitive, personality traits, and abilities contributing to creating innovative e-commerce endeavours in the Malaysia to fill the lacunae. When interviewing 12 e-commerce entrepreneurs from May 2013 until December 2014, the case study methodology was used. The analysis indicated that personal history, job, and business experience are among the main factors in Malaysia's new e-commerce schemes. Seven personality components such as imagination, risk-taking, motivation, the need for autonomy and independence, uncertainty tolerance, hardworking and determination, and optimism are therefore important components of the new e-commerce venture in Malaysia. Previous research studies have also shown that entrepreneurial experience in computer and communication abilities contributes to big steps to develop new projects for e-commerce. Consequently, through fostering entrepreneurs' cognitive capacity, personality characteristics, and enhancing their entrepreneurial skills, in these kind of practises, the government plays an important role. Entrepreneurship is a critical business market that stimulates the country's economic growth by creating new ventures in the future.

Keywords: Entrepreneurship, New venture creation, Psychology, Competencies, and E-Commerce

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Introduction

There have been several arguable topics explored recently in the fields of study on entrepreneurship. In identifying entrepreneurship, diverse views are also recognizable. Davidsson (2005) observed multiple descriptions by several scholars of the phenomenon of entrepreneurship; the creation of new venture (Low & MacMillan, 1988), as a new entry (Lumpkin & Dress, 1996), a process of creating something unique with value (Hisrisch & Peters, 1989), the creation of organizations (Gartner, 1988). These principles, however, focus more on creating a new organisation based on the reply to the question from Gartner (1988). "How does an organization come into being" which requires a complicated task through different components' interaction. Furthermore, the psychology of entrepreneurs has been the subject of several recent research on entrepreneurship, as it is also a major factor in creating a new business. Shane (2003) looked at how individual differences can affect the decision-making of the entrepreneur. She also added that personal characteristics (i.e., cognition, personality and motivation) could sway entrepreneurs to discover and exploit entrepreneurial opportunities in decision-making.

In addition to the most recent economic and sociological perspectives, three psychological aspects of entrepreneurs, such as intellect, personality, motivation, mainly dominated entrepreneurship research. Because of the knowledge they have obtained from their previous experiences and personal context, human cognition differs from one person to another, which significantly affects their verdict and choice to run a novel venture. Initially, the thought of entrepreneurs is debated by several influential scholars, such as Baron (1998). He believed that the cognitive and thinking processes of entrepreneurship explore why and how entrepreneurs think in certain ways inversely from other persons. Two fundamental entrepreneurial questions were primarily raised by Baron (2004); why some want to become entrepreneurs and why some can identify opportunities to build new businesses when others cannot. Similar studies by Ahmad Firdause Md Fadzil (2017) and Ahmad Firdause Md Fadzil (2020) categorized cognitive elements. These elements emerge from two linked features; (i) personal experience and (ii) experiences. New advancements by Ahmad Firdause Md Fadzil (2018) and Amber Waqar (2020) have pointed out entrepreneurs' qualities. These qualities can be categorized, i.e., creativity, motivation, risk-taking, tolerance for ambiguity, need for autonomy and freedom, a hardworking and persistent attitude, and optimism, which have contributed vigorously to creating new ventures the outcome of this report. Mehwish Jamil (2020) also discussed that in running a fruitful business and entrepreneurial family survival, one 's personality is necessary. According to Cromie (2000), it is the 'psychological theory' that clues the one to generate his personal company grounded on the essential for autonomy, achievement, risk-taking, imagination, locus of control, and uncertainty tolerance.

Many researchers contend that to construct a new development, psychological factors alone are inadequate. To become a good entrepreneur, one should have exceptional communication and computer skills (Ahmad Firdause Md Fadzil, Mohd Rafi Yaacob, & Mohd Nazri Muhayiddin, 2017). This study has indicated that the communiqué and computer abilities of entrepreneurs play an important role among Malaysian e-commerce entrepreneurs in developing new projects. Studies of entrepreneurship, particularly with regard to the development of new e-commerce projects, linger the

least explored. Hence, this study seeks to classify the psychology & competencies' roles in creating new ventures among Malaysian e-commerce entrepreneurs. E-commerce can be defined as any venture that performs business activities on the Internet or the World Wide Web entirely, according to Dheeriya (2009). Unlike the traditional company, the e-commerce business predominantly uses computer systems built on the internet and technology. The current study from Sallehudin et al. (2020) and Sallehudin et al. (2019) shown the e-commerce implementation in the Malaysia public sector will lead to operational effectiveness. Dheeriya (2009) argued that several previous scholars have not explored the conceptual basis of online entrepreneurship, comparable to conventional entrepreneurship, which has not yet been legally established to date. Gartner (1985) clarified that the new venture creation process is expected to differ depending on companies that influence new ventures' emergence, either business or individual entrepreneurs. Therefore, it is important to investigate how the development of new e-commerce projects affects entrepreneurial skills.

Entrepreneurship can be understood as a variable that contributes to a nation's economic growth in the context of previous studies (Carree & Thurik, 2005; Wennekers & Thurik, 1999). The phenomenon of entrepreneurship impacts market operation and the economic environment. (Davidsson, 2008) and has increased entrepreneurial enterprise for products and services (Shane, 2003) through wealth generation (Drucker, 1985; Morris, 1998). Though entrepreneurship is not seen as a nation's strength, many academics believe that the engine of economic development is entrepreneurs and entrepreneurship.

E-commerce and other related companies are thriving in this digital age, as ICT and telecommunications progress further. However, e-commerce has gained more popularity as it provides several benefits. It is true as e-commerce entrepreneurship's contribution continues to grow and at the same time succeeds in reaping billions of dollars and swiping the conventional business chain. Indeed, it has been a momentous constituent of the growth of global sales revenue firms (Dheeriya, 2009). In addition, in an interview with Mr. Azizan Mohd Findi, Secretary-General of the Planning and Coordination Committee, published in the Sinar Harian newspaper on 30 July 2013, he clarified that, between 2010 and 2011, e-commerce trade in Malaysia amounted to almost $2 billion and increased to $3 billion in 2012 (Mohd Firdaus Hashim, 2013).

Although the most of business entities conducting e-commerce business in Malaysia is not reflected by reliable figures, the sum of 3 billion Ringgit played essential role in country's trade in 2012 clearly showed that the growth of the new e-commerce business in Malaysia was heartening. Entrepreneurship is an aspect of a nation's economic development (Baron & Shane, 2008; Bellamy & Gartner, 2009). Several studies have investigated why, by creating new companies, jobs, and creativity, an entrepreneur takes decision to start a new company (Townsend, 2010). The attention of many researchers in entrepreneurship therefore focuses on the role of psychology and skills that have inspired the new company's growth.

Methodology

The 2012 Malaysian Communications and Multimedia Commission (MCMC) picked twelve influential entrepreneurs as informants and interviewed them for the current report. Information on the demographics of informants, as shown below in figure 1. The response has been diverse in the

context of historical background of their business sector, gender, location, and e-commerce business. Thus these informants have a lot of things in common. Small and micro-enterprises with a number of workers not more than 30 or an average annual revenue not exceeding RM30 million are all classified. They are also energetic in the e-commerce sector, where they work in a full-time industry and have been working for one to six years (start-up duration) with their businesses. Using semi-structured questions, the interviews were completed. Each interview was documented and transcribed in a verbatim manner, and the interpretation of the interviews produced preliminary categories or themes to react to the study objective (Merriam , 2009).

Based on the research questions, the tentative patterns were inductively discovered in the early stages of data analysis. A comparative category-based analysis of the data was done after the themes were created. In order to inductively interpret the data, there are several steps (category construction), beginning with open coding on a passage in the transcripts of the interview that aims to address the research questions (Merriam, 2009). The coding was then assembled under one category, formally recognised by Corbin and Strauss (2008) as axial coding. Three stages are fundamentally comprises of designing themes; open coding, axial coding, and selective coding. It was proposed in Corbin and Strauss's (2008) Grounded Theory. In accordance with them, once the researcher initiate analysing the data with open coding, tentative themes begin by defining themes through a constant line-by-line review of the transcripts of the interview. In answering the study's research questions, the themes constructed are significant. After the interview, transcripts are carefully checked, and open coding is then placed under the axial coding, "coding that comes from perception and meaning reflection." In other words, multiple open coding stems from axial coding that shares standard meanings that create a particular theme. In this data analysis, selective coding is the final stage involved. Selectively, the researcher codes the main categories with multiple axial coding helped by the main categories' construction.

Figure 1. Demographics of entrepreneurs

Entrepreneurs'	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12
Sex	M	M	F	F	M	F	M	M	F	M	F	M
Age	36	44	34	50	27	36	28	28	34	34	27	28
Education	SPM	C	DEG	SPM	DEG	DIP	DEG	DEG	DEG	SPM	DEG	MAS
Race	M	M	M	M	M	M	M	M	M	M	M	M
States	KDH	N9	KL	PRK	KDH	SRK	SEL	SEL	SEL	SEL	SEL	SEL
Established	2011	2009	2007	2011	2011	2009	2010	2012	2008	2013	2009	2012
Monthly Income (RM)	80,000	30,000	40,000	30,000	30,000 - 40,000	5,000	125,000	200,000	200,000	30,000 - 50,000	-	200,000
Worker	4-5	6	2(3-4)	3(12)	6	1(3)	13	4(1)	15	2	25	25

Info: P: Informer; M: Male, F: Female ; SPM: Sijil Pelajaran Malaysia, C: Certificate from Institut Kemahiran Belia Malaysia, DIP: Diploma, DEG: Degree, MAS: Master; M: Malay; KDH: Kedah, N9: Negeri Sembilan, KL: Kuala Lumpur, PRK: Perak, SRK: Sarawak, SEL: Selangor, -: No information; (-): Part-time; ( )

Findings

The research findings revealed that four of the twelve entrepreneurs contributed to the new venture creation in e-commerce by referring to their previous schooling. Before they decided to start a new

company, the education they obtained play critical roles as the primary guideline. The previous experience gave them simple ideas to build new projects and use suitable methods to handle their activities. For instance, according to P9, her previous study at MMU was an excellent platform for gaining knowledge of multimedia graphics and digital media skills-basic skills for starting a new e-commerce company.

> *"My previous study at Malaysia Multimedia University (MMU) helped me a lot in this business. I am very… like a computer. It highly impacts because, during my studies, I was taught about graphics, multimedia, and digital media. So I can create graphics, take pictures, edit the pictures. I can do it. So during the early stages of the startup, my business that knowledge helps me. All about graphic skills. It is an online business." (P9)*

She made the same P9 decision concerning P11, and learned about marketing tactics and branding for a moment. The data was used to help her start a new company.

> *"My previous study can be used to create my business now. So I know little-bit about marketing and branding. When I want to start up my business, I can recall back the things I learned before. Oo... I learned about this before. I learned about target marketing, market reach. I learned about branding, word of mouth. Like that. So I can use back for my business" (P11)*

The UiTM Degree in Tourism bounces her the benefit of launching a new company because she understands marketing strategies' fundamental knowledge.

> *"Yes. That is influence is (previous education). It may be an advantage to me. Maybe not all people learned about branding, right? So, it is an advantage. How I am going to make the customer remember and know about our business" (P11)*

This trend has been discerned; she also holds a degree in digital computer art from the Malaysia Multimedia University (MMU) (same college with P9) according to P3. She declared the compulsory subjects of e-commerce at the university. After graduating, she also asked almost all MMU students in the e-commerce field, as they had already provided the necessary e-commerce knowledge.

> *"I am exposed since studying at Malaysia Multimedia University. So if you know many students from Malaysia Multimedia University (MMU) starting the business online. We are already exposed to doing business online since at university. That is a good advantage we are studied MMU" (P3)*

Different from P2, he's not a graduate holder. Nevertheless, at the Institut Kemahiran Belia Malaysia (IKBM) which is a training institution, only a highly skilled technical designer's certificate was available. He learned a lot during the university's training process about developing a steel quality product base. The requisite skills can be used as what he uses in the current company for the wood-based product. His expertise in the development of parang (machete) has been marketed through e-commerce since 2009. He did not know how to make parang when initially he started the business relates to the wood-based product, recalling the memories, because he had no exposure to the process. With the required skills as a steel-based artist, after learning from the expert he tried to made parang. Then he made a good quality parang, along with his case, which exceeded the

expectations of customers. After five years of operations, after realising the opportunities in 2009 through the e-commerce sector, he gained the confidence to reach the potential market through e-commerce. In another scenario, Negeri Sembilan was a former student of the Islamic Religious School in Seremban. He learned during school about the significance of Muslims doing business to make their lives easier. As a result he has decided to be a good businessman in the future. He has been motivated by technological developments, particularly on the internet, to follow his dream and capture opportunities by setting up a new e-commerce company to enter untapped markets because of the burgeoning industry.

Due to the family life history involved in the business, the second cognitive factor was linked to personal background. Due to exposure to the entrepreneurship environment, they acquired and developed implicit awareness deeply embedded in their mindset. Conscious and subconscious minds regarding the early consumer exposure that sparked during the early days of the company's growth can be seen as the advantages that others could not achieve quickly. Seven of the twelve entrepreneurs interviewed agreed that their entrepreneurship was linked to the past of the family as an important factor in the start-up of companies. He has a brother and sister, referring to P1, who is also engaged in business. His mother was the maker of the kapok pillow in his hometown more than 20 years ago. He took over the business until the year 2011, after his mother retired in 2006. He then started his company in 2011 through e-commerce. The founder of the Kapok pillow producer company in the village was his great mother, his late grandfather was also a businessman when he was the pioneer. At the rice processing plant in Alor Star, Kedah, he started a company. He realised that the Internet connectivity aspect was the potential of the e-commerce sector in his hometown, and he was interested in finding more information on how to optimise market share. So here's a P1 excerpt:

> "... When we have a customer's own product to sell, the primary concern is how are we going to market the product? That affects my decision to do online business " (P1)

His wife was having family business background, referring to P12, which encouraged him to involve them in the business. As for P10, his dad was an entrepreneur in a small business who used to sell traditional cakes from one place to another in their village. While his father isn't such a successful businessman, this situation doesn't stop him from becoming an entrepreneur, but he is still motivated to be a great businessman. Family history plays an important role in becoming an entrepreneur because they familiarise themselves with such a situation and to be a part of their lives. In other perspectives, like a candle flame burning inside only waiting sooner or later to explode to become entrepreneurs.

 From the perspective of P5, who was probably destiny to be a businessman, as he belongs to a business family.

> "What I said earlier I was born to be a businessman ... my blood flow … is an entrepreneur, because most of my family is a businessman" (P5)

He told the researchers that when he was a kid during his school break, he always helped his mother's company. The experience later on made him more optimistic and courageous to start his

own company.

> *"It teaches me… brave, more confident with yourself" (P5)*

P11 claimed that, particularly during the celebration of Hari Raya, she always helped her mother sell the traditional biscuits. This scenario provides her experiences as a child and has led her to be of great interest as an entrepreneur. Unlike other students, during her studies at UITM campuses, she was very interested in industry, polishing her entrepreneurship skills;

> *"...It was the (family background) influence. Yeah. Yes. My mother is very active in the production of biscuits, particularly during the celebration of Hari Raya. She makes biscuits in the tradition of my village. Not only at the celebration of Hari Raya, but my mother also got a huge amount of demand with a thousand pieces sold to make door gifts and so on...." (P11)*

Just three of the twelve businesspersons were interviewed, reiterating that they were pushed into the corporate world by failing to get a job they applied for. According to P12, due to limited job opportunities based on Malaysia's qualifications, he began his new business.

> *"One reason I started this business because of employment opportunities in Malaysia is limited. I looked at the limited job because of what? When I'm done my master tried to find work, challenging…" (P12)*

Likewise, some years before he began his new venture, P10 was unemployed.

> *"So when I finish my study, I was unemployed. I tried all kinds of jobs. I am worked as a canteens school assistant and helped my father at market night. I also work as salesman walk home by home sell to the product…" (P10)*

P2's previous work experience contributed very significantly to the formation of the new e-commerce venture. He works in the factory as a designer and foreman. He has been exposed to programming skills to do routine jobs since a monochrome age and his final work as a technical assistant. The basic understanding of computer skills gave him the benefit of starting a new company, especially in e-commerce, which is very computer-friendly.

> *"I realize my previous work is the greatest experience to start a new business in e-commerce. I already know a computer since my office used the computer as black and white (monochrome)" (P2)*

The experience of entrepreneurs in previous enterprises is one of the key elements that led to the development of a new venture through e-commerce in Malaysia. Before establishing a new e-commerce business, some of the e-commerce entrepreneurs began with other firms. In this scenario, P1 has had experience in the brick and mortar industry since 2006 and stressed how the most critical aspect of the industry is the sale of the product. He realised that the feasible marketing strategy was to sell the product via e-commerce:

> *"Based on my experience, what I had said, e-commerce enables us to market the product outside. So through the internet, we can expand the market to the outside. So, if before we*

are only at the local market like in Pahang, Perak.... But by doing business online, we just only ship the product to the customer via post nationwide. Thus it greatly simplifies" (P1)

Until setting up a new e-commerce business in 2012, P12 was active in other enterprises. He started an enterprise at KL;

"Before starting my online business, I am always a joint business in bazaar. I was going everywhere. But before the bazaar start, I will use the online platform to inform the customer that I will open a small shop in the bazaar at everywhere in Kuala Lumpur..." (P12)

The similar situation was witnessed for P10, who before deciding to start a new cosmetic products company, had a lot of experience with other businesses. He has been active in consulting and trading for seven years, began in 2006, and ended in 2013; in 2014, he set up a new business.

"Before this, I was in trading (business). I am also a consultant... business consultant. I was a trainer in IPTA (public university) and IPTS (a private university). Many universities call me for talk sharing in an entrepreneurship issue. I started to sell other people's products before creating my product..." (P10)

He also encounters e-commerce as he succeeds in selling his goods to the foreign market online through ebay.com before setting up a new company in 2014 focused on a beauty product. He was also aware of how to sell his goods online.

"A lot of kind of business I had tried. I had sold all kinds of things involved the consumer products, household, and accessories. I start my first product by selling to the overseas market. I sold in e-bay..." (P10)

After studying at a nearby university, the P5 had begun business when he found opportunities to solve the student's dilemma. He acknowledged the choices of selling the student's printing t-shirt, which is stock ready to be produced from outsourced suppliers. After that, before launching an e-commerce printing company in 2011/2012, he also attempted to engage in other industries, such as contractors and training. In the same situation as P5, after resigning from work in 1998, P2 worked in the industry. He has been active in many firms, including machinery repair, plumbing, and welding workshops, but not all of them have been successful. In accordance with him, business experiences were beneficial particularly how to respectfully handle and treat customers. His previous experience in the e-commerce field can also prove beneficial for him.

"But the experience in terms of business principles. That meaning it more contributed to the business principles, we can also apply it to online business. Business online is easier because we do not deal with customers directly..." (P2)

After she received some orders to sew traditional clothes for customers in her village, the P4 began business. As she was dreaming of the future, her interest in starting a company started. So, in 2005, she started a traditional bakery business. She realised the potential opportunity by selling traditional biscuits via the online market, and decided to start an e-commerce venture in 2011.

As for P11 and P8, after their university studies a few years ago, they have had business experience. At the Universiti Teknologi MARA (UiTM), P8 began the company online during the last semester and realized the online business's possibilities.

> *"From the start of business (business history)? Ok, I started from studying for a degree in tourism at UITM Shah Alam last semester. I see at the time business online is still not established. So I tried to start, at that time people did not know about online business…"* (P8)

The findings suggest that there are seven themes as a theoretical mechanism of entrepreneurship phenomenon under personality traits. Information on the emergence of themes that endorse the traits of entrepreneurial personality is presented here;

a.   Creativity

The first theme is creativity, how entrepreneurs produce ideas and incorporating those ideas into business objectives. Through their knowledge of innovation in e-commerce, there are two definitions provided by entrepreneurs. Generally speaking, P1 gives a creative sense to a way of thinking that precedes those in the business. Entrepreneurs need to be thinking innovatively and function ahead of others. In industry, entrepreneurs need to be innovative in thinking about innovative ideas without others needing to pursue the same tactics. Therefore, to compete with other entrepreneurs, they need to think of a market plan with variations. The disparity of differences implied by P1 is to sell the product in e-commerce, which other entrepreneurs in the industry have not explored. However, P5's description of innovation refers to entrepreneurs' ability to turn existing concepts into something better. It refers to ads' ingenuity by positioning enticing photos of goods to persuade consumers to purchase across used business platforms. An excerpt from P1 and P5 is here;

> *"The creativity is an idea that no one has created"* (P1)

> *"That's creative; we changed something in another business concept..."* (P5)

The first image is the product marketing aspects employing various e-commerce business channels. By focusing on marketing strategies to bring goods to clients, some entrepreneurs have created innovative ideas. The entrepreneurs' ingenuity in e-commerce business has been highlighted by putting images, using digital icons, using sentences, and providing enticing price packages through online advertising channels. Successful promotion with the right advertising strategies can help businesspeople draw consumer attention to the business channel, thereby producing high sales volumes. An excerpt from P1 and P5 is here;

> *"The first creative, the way marketing is. The way how to market the goods to customers; how to do, why we have to do it, and for whom we do... "* (P1)

> *Creativity to create a word, creativity to write sentences, design creativity to be advertised. If the picture is too blur, that is not interesting. Our creativity to make an interactive sentence that people like to read and creativity to play with the icons on Facebook and so on... "* (P5)

The second creativity is seen to be creative in designing products that have highly competitive in the

market. The process of product design involves entrepreneurs having creativity in their ideas to deliver products appropriate to clients. Product design is a dynamic process that allows entrepreneurs to think of ideas according to current consumer needs from different knowledge sources. Entrepreneurs need contemporary architecture ready to meet what the consumer wants today. Entrepreneurs' inability to deliver the product to satisfy consumers' wants will face the difficulties of following customer demand, continuously evolving according to current fashion or design. A quotation from P9 and P2 here;

> *"It means we need to lead, to create the right product compare to others. We lead when others are don't think to come with something new. In fashion, it's very fast-changing. Then easily to be imitated. So, I have to think a step forward before someone else to start doing something ... So I need always one step ahead "(P9)*

> *"Yeah ... actually, as an entrepreneur, we are like a designer, we have to be creative. Creative is what it means; we are trying to produce a variety of product designs. Although it seems simple, we as entrepreneurs need to generate the idea and sometimes make it different. So creative entrepreneurs will lead the business to fulfill customer needs. They're always do something to make it change from others... It's a creative person "(P2)*

b.   Risk-taking

Risk-taking is the entrepreneurs' ability to consider all market possibilities. E-commerce businesses are often exposed to potential uncertainties that require a high-risk incidence. By their ability to consider the implications of uncertainty, the desire to bear the risk for e-commerce business entrepreneurs was illustrated.

The first risk that frequently occurs in the e-commerce business is that cyber-fraud attempts to take advantage of the seller's and buyers' weaknesses. The effect of cybercrime has affected the e-commerce company entrepreneurs by trading transactions. With cyber-scaling changes affecting the reputation of the e-commerce business sector, customers are losing their faith. This reality is recognized by P1, who said that P10 said:

> *"Online business must have the risk ...Goods received by customer by money did not receive in the transaction ... unlucky if our money lost in the account too" (P1)*

> *"That's right ... business online has its own risk. When we deliver the goods to the customer, they are cheating us. Claim the goods received broken. So they want the money back. If there is no proof, that is the risk for us. Sometimes, products are delivered, but our customers are unsatisfied...so they return. It is our costs... "(P10)*

The second risk that companies' ability to risk requires is linked to consumers' supply of products. As a means of delivery to consumers, e-commerce entrepreneurs need to pay for postal services, which are also exposed to threats beyond the entrepreneur's control. The risk liability often faced is the loss, disruption, and delay of the products to consumers, which have a financial or non-financial effect on the company during the distribution process. P6 replied:

"Ok, sometimes may happen in terms of delivery, the delivery of goods to customers. Sometimes we have good packing; then when it comes to customers, maybe the box is broken... If it happens, we need to deal with the customer on how to create a win-win situation. The point is when something happens, please do not blame 100% of customers. We try to negotiate with customers how to solve a problem (replace the item), and each party gets the benefits "(P6)

Other similar threats faced by entrepreneurs are difficulty in manufacturing product designs capable of attracting needs from consumers. Failure to produce a product that satisfies consumer requirements would result in the possibility of a loss of unsold goods on the market. Danger often exists when, due to a compliance infringement or otherwise, the service provider closes the e-commerce business platform used without warning. So, e-commerce entrepreneurs need to acknowledge that the entire enterprise will face the risk of failure. E-commerce entrepreneurs just need to sell goods without waiting to see an intensive miracle occurring. Promotion efforts would essentially entail higher prices, which will place a burden on entrepreneurs to produce revenue. If the promotional expenditure does not have a meaningful effect in terms of sales volumes, then its risk of loss may occur. To ensure market continuity, only high-risk entrepreneurs can handle what is going on. To clarify the condition above, the following are quotes from P12, P8, and P5;

"Customers, it hard to get our customer satisfaction. So, we know what our customer's interest is are. That's hard. Until now, I still fail to understand what is customer needs. Our product sometimes fails; sometimes, it is excellent. To find our customer's needs is challenging. So, we need to learn a little bit about customers' needs. Which one they like and not... "(P12)

"First, Facebook is still not stable. So, we don't need only depending on Facebook, because anytime, Facebook will shut down. It was the most significant risk for online entrepreneurs who solely relied on online. If they are relying on Facebook or others, social media are popularity dropped sharply ... "(P8)

"Ok, we need to dare to take the risk in business, especially in online marketing. Online, we can't wait for our buyers to purchase. The roles of marking are crucial. But we need to spend a lot on marketing, especially on social media. I paid Facebook close to a thousand dollars. We are not sure whether customers are interested in buying or not. But I am brave ... "(P5)

c.   Inspiration

The next topic under personality concerns the motivation of entrepreneurs' desires to exploit the potential of e-commerce. This study found that most entrepreneurs interviewed have a high degree of motivation to achieve Malaysia's business development goals. P1, who is very interested in exploring the potential of e-commerce in Malaysia, acknowledges the fact;

"This is a new thing; broadband ... the internet is all those things... I am so curious about something new ... I want to explore all these things" (P1)

Inspired entrepreneurs are the ones who always look forward to developing the success of their

companies. Several entrepreneurs' inspiration is illustrated by several potential achievement targets: foreign market penetration, brand improvement, an extension of operations, and market leadership. The motivation gave them the platform to move forward to attain business success. An entrepreneurial company can't succeed without a vital mission and vision without the drive to achieve a goal. To clarify the situation above, the following are quotes from P2, P10, and P8;

"I want to see my brand is active with other popular brands in the world…To be a big name. The main goal is to make sure my beauty product to hit the target… I want to sell the product runs 1 million in sales soon... That's my plan ... "(P10)

"In terms of competition… There are so many competitors outside. But we want to win the competition... We want to be first. It means we want to be as the market leader in the industry, especially in online business. So, do it ..." (P2)

"... My goal is to bring our branding to the international stage. It means we don't want only to sell on Facebook but in the megamall boutique. We want to open a boutique in New York and Dubai. So, I have a vision, a goal. So when we have a clear goal, we will not easily give up…" (P8)

d.   Need for Autonomy and Freedom

The following personality theme is the need for autonomy and independence, which refers to one's desire to achieve independence, especially career choice. When choosing to start new projects to achieve the independence that is not feasible in other professions, entrepreneurs' personalities are exceptional compared to others. Entrepreneurs' are those individuals who enjoy personal freedom without having to limit revenue generation with others. Several interviewees who have stated that they are not interested in working with others because they do not want to obey specific orders that may restrict innovation, independence, and individual acts while working have shown this truth. The following are quotes from P12 and P7 to illustrate the above situation;

"I had experienced work with others…I worked under someone for six months. From there, I learned how hard to work with someone… I realize I couldn't work under someone else. Whatever the boss says, I need to follow his instruction without my consent... It hard to accepts all it. I cannot work under anyone, and I will try to do my business without always depending on someone else" (P12)

"...I am from an accountant background. I just realized that I'm not interested in working with someone. I don't like to follow people's time. I always prefer someone to follow my time. That's my attitude. So I think that it is not suitable for me to find a job from others. So, starting a business is a good deal. In the beginning, I don't know what types of business to start, but when I realized the potential of e-commerce, I learned more. We read a lot; we learned from experiences peoples. I met them…" (P7)

E-commerce has become an excellent forum for entrepreneurs respected for their work's freedom to coordinate their work without interruption or orders from others according to their versatility. All the job done in the company is to assess the progress that will be achieved soon by its preparation. P2

has said this reality is acknowledged;

"The freedom in the online business is much broader than in the regular business. It means that we are more flexible in terms of the time we have to work. In terms of business online, we are trading is more freedom. Meaning our store is open 24 hours. We want to update our blog anytime, anywhere, out of place, out of date. Which means we don't have to wait for someone else... So it's free. We can do it at night, out of office hours. We can connect with customers every day... They can leave messages, so on ... So it's exciting. Something that means we can handle it well. So it does give you more autonomy than a regular business" (P2)

e.   Tolerance for ambiguity

Tolerance for ambiguity, entrepreneurs' ability to cope with uncertainties after choosing a business profession, is the fifth theme of personality. Some entrepreneurs are interviewed with a high degree of tolerance for uncertainty as they are ready to take on business difficulties. Ecommerce businesses are also exposed to possibilities that require entrepreneurs to have a high degree of tolerance relative to other professions for being vague about the risk. These are illustrated by the P12 and P6, which began without a solid knowledge base and history to face the e-commerce market's potential. But after engaging in the e-commerce market, trust and courage have started to grow, even though customer reviews are still positive;

"I didn't expect that Cala Qisya could grow up like this. It was not sure what to do at the beginning of my business. Because I don't have a background in business... But when I do, I enjoy it. People are coming in for a positive response. From there, I feel a little brave. So this is my kind of stuff I don't like to say. It's hard for me to work under anyone. So I think this is a good career for me. I try to fulfill the customer's expectations and the challenges; it never stops coming" (P12)

"I start into this business without ... with basic information. It tried as I could. If we don't try, we don't know what happens. In the beginning, I don't expect something, but once I realize customer feedback is positive. So this thing makes me happy, and then to be main income" (P6)

Entrepreneurs are expected to be more resilient than those who want a healthy way of interacting with others to face any possible business circumstance. In terms of revenue, potential employment, and no losses, a career as an entrepreneur requires them to meet all the probabilities compared to those more stable. Previous experience from the factory's P2 job has been encouraging with a decent wage and promotion. Still, they have decided to take on a challenge to participate in a sector that does not guarantee a decent future income. In the beginning, P2 had regularly endured episodes of a company collapse. But he's continuing to pursue success for another business;

"Well ... we have to try different fields of business ... I don't want to say my first business was going to be successful...Not always, we succeed ... In business, sometimes we tried 2-3 times to succeed. There is no success without failure...So don't afraid to fail in business ..." (P2)

A similar problem with P3, a local university graduate, has decided to start his own business, despite earning a good income through private-sector jobs. When revenue earned is unknown, the entrepreneurs should agree, which forced her to face every possibility. Here is a quote from P3, which says;

> *"When we are involved in the business, we need to be patient. Because I know when I start a business, I know my income is not very much. Second, everyone says I dare to take action. ... With my degree certificate, I can earn more than RM2000 at that time ... But I decided to do this (business) ... which is no expectation to received high income ..." (P3)*

Company insecurity is not an excuse for entrepreneurs to do their own business, except to participate in dangerous areas. This reality is evident from interviews with some entrepreneurs who face different challenges despite having safer choices. To achieve ambitions, ambitions, and successes, they have chosen to disregard all imaginable circumstances. Without a high degree of tolerance for the uncertainty of acknowledging uncertainties, it would be difficult for them to choose to be marginalized entrepreneurs in the future.

f.   Optimistic

The sixth personality theme is optimistic, which is the faith of the entrepreneur in the expected result. Entrepreneurs depend on the hope of a possible result, despite having to contend with market uncertainties. High trust is born from constructive thinking to accomplish an objective while having industry challenges. Positive thinking has given rise to high optimism by dismissing all the negative possibilities for entrepreneurs to succeed in the future.

In the face of difficulties in achieving business success, several entrepreneurs interviewed were positively oriented. Compared to others, getting positive thoughts gives them the confidence to grow. Belief in yourself is the secret to the success of P1, in continuing to compete in the market of today;

> *"We need positive thoughts, nothing impossible to do it…We can do it!" (P1)*

Without considering the organization's resources to reach a particular target, entrepreneurs with a good outlook would be more enthusiastic about attempting something. Entrepreneurs with a positive thought, though the drawbacks are, would be more determined. The P6, who, despite its uncertainty about its future success, dared to start the venture into e-commerce, recognizes this fact;

> *"I want to say that if we want to do something, don't overthink about it. Just do it. Start from beginning what have…" (P6)*

Therefore, the ambitious entrepreneur has a constructive outlook, which is courageous in decision-making regardless of the probability of taking place based on the profitability predicted. The P9 can demonstrate this; so confident about running a company based on the anticipated return on profitability, rather than merely looking at any possibilities;

> *"I am determining a person. I do when I decide something ... I do whatever it risky or not. Suppose I decide to make something, no compromise what matters. I will do it right away till success... Just like that" (P9)*

Optimistic entrepreneurs have described themselves as having high stubbornness levels that affect their decision-making to achieve the goals while taking different obstacles. Having a high degree of commitment has led P12 to open its own company and face every possibility.

> *"I'm kind of stubborn. When we are stubborn, we don't care about obstacles. We will try to overcome those obstacles too" (P12)*

Having the same mindset as P12, bringing P11 willing to run its own business while being obstructed at the start of business by family members. That stubbornness made P11 more optimistic about its potential good choices;

> *"As I said before, the one I am stubborn. I didn't hear anyone say anything. I mean, my dad's mom. When I first started the business, everyone disagreed with me to take it seriously. My parent disagrees with my decision…" (P11)*

g.   Hard Working and Persistence

The last theme of entrepreneurs' personality is hard work and patience in addressing uncertainties. Hard-work and dedication are the main attributes that fuel entrepreneurs' commitment to achieving their objectives during the startup process. It is difficult for entrepreneurs to navigate the complexities without the elements of hard work and patience. The subsequent uncertainty requires the entrepreneur to face all obstacles, especially those related to the marketing aspects. To ensure that goods are sold on the market, marketing requires a high level of effort. This reality is recognized by P9 who, despite having difficulties in marketing campaigns, in particular, are hardworking to do something;

> *"I was the kind of hardworking person. I am stubborn to take the risk in business. I will face all challenges especially in marketing" (P9)*

P2, the hardworking needed to produce quality goods at the early stages of the business, experiences different circumstances. He has always faced criticism from a consumer, which has motivated his ability to enhance product quality. P2 even had to work late into the night to meet the customer's demands to ensure that the product was improved and delivered to the customer without any delay. To avoid inconvenience between the parties, the manufacture of goods promptly is essential;

> *"Well … Once I do something, I continuously work hard. Regardless of a specific time. I will do my work till to end" (P2)*

In addition to working hard, entrepreneurs often have a high degree of persistence in meeting all standards, especially in their early stages. Entrepreneurs need to be more persistent at the company's start in handling anything related to marketing, product creation, or customer relations. Creating a new company is dynamic and involves not giving up on the entrepreneur to ensure success. We cannot easily give up and need to make continuous efforts, according to the P7;

> *"We, as an entrepreneur, cannot give up. Some people say we need persistence. So, we need to high effort how to make sure our business is growing" (P7)*

The e-commerce market is not as open as anticipated for entrepreneurs to produce substantial

income. The challenges needed by entrepreneurs in the e-commerce sector are always determination, enthusiasm, and patience when running the business. According to P11, due to a lack of patience, many of those involved in the organization has encountered failure after meeting difficulties that demand high dedication;

> *"For online entrepreneurs, first of all, we need to be patient. Then, not to easily give up and higher motivation. Some peoples said online business id easy to generate the profit. But no ... it's challenging..." (P11)*

The analysis also showed that numerous informants accepted that their communication skills had contributed considerably to the success of their new e-commerce venture growth. When building a business, communication skills, especially during sales generation, are important for any entrepreneur. An entrepreneur should have simple communication abilities when gaining clients, such as utilizing words correctly in emails or chat pages on social media. This is because good communication skills can impact the buying decisions of customers. For example, according to P2, he has outstanding communication skills in comparison with his employees when encouraging customers to purchase his items:

> *"Maybe it is the way we interact with the customers. It makes a difference when we can explain well. How good we are when we are communicating with our customers..." (P2)*

That is, when interacting with consumers, the entrepreneurs should use the correct word choice. To ensure the consumers are always happy in the course of the business transaction. In addition, whatever their social background, P2 also respects its customer. Also he is outstanding at negotiating with customers, particularly relating to price negotiation, quality of product, and other unique requirements.

> *"When we contact our customers via emails, we use proper words. We do not use any short forms. Customers are valuable. We do not know the age of the customers who email us. They might be professionals, like doctors. We could never know. All we know is their names, not their status. Thus, we must use the standard form while communicating with them to show our respect." (P2)*

Sharing alike views with P2, P3 also indicated that to attract clients to buy goods, entrepreneurs need to learn about internet marketing. One part of the marketing strategies is also about communication skills.

> *"We need to talk wisely; [we] must have high communication skills to convince the customers, to attract them...We must learn about internet marketing. It will not cost anything, only a good time spent" (P3)*

She also noted that, an ability not many have, she could communicate well with her customers. Skills in communication also made her more client-friendly.

> *"As an entrepreneur, I always improve my communication skills. Entrepreneurs need to be friendly at all time... Very friendly, customers are always right..." (P3)*

To ensure that they are happy with the services given, she still maintains good contact with her customers. She needs to communicate well to gain the confidence of the customers, particularly when negotiating pricing and product quality with the customers. Thus, knowing how to make its customers feel unique, respected, and appreciated is essential for any entrepreneur.

> *"We cannot be timid... We should not be shy, and when we talk to the clients, we want our customers to feel fun shopping at our store. They come here to buy goods... Door gifts that they have to buy (for a wedding) ... How can we be sure that they will buy those things here and not next door (other shops)? The key is to have a good communication skill..." (P3)*

Among the samples, this pattern of responses is apparent. In order to communicate with clients, e-commerce entrepreneurs must have strong communication skills, according to P8. Only when there is good interaction during the business dealing process can a direct relationship between the seller and clients be established. Between the seller and buyers, less formal and more like friends is the best mode of communication. The seller also needs to communicate correctly, primarily if the buyers are of the opposite sex.

> *"For online business (communication skills), the relationship isn't fixed. The customers come to our store, we greet and entertain them formally…No, it is more to the informal type of relationship. We treat them like friends, not customers. We use informal language with them but still respect them. Address them politely; call them, sir." (P8)*

Entrepreneurs can have communication skills as they can be learned. However, one should be able to behave naturally, instead of trying to be a successful communicator. It will convince customers that when doing their business, the seller is truthful, indirectly attracting the customers to buy the items. A valuable marketing tool for attracting and retaining consumers may also be good communication skills.

> *"It is effortless, just be our self… The way we talk shows who we are, so do not act wrongly. We need to be friendly when we are dealing with our customers…" (P8)*

Gaining programming skills is another aspect that leads to the successful creation of new projects by e-commerce entrepreneurs. Because of his previous work experience in a factory that helped him to deal with the MS-DOS software operating system, he has the skills to use computers, according to P2, which later allowed him to start his online business.

> *"Because during my previous work in a factory, we have always used the computer software even without the internet access… we started to use the computers since MS-DOS time, we know that already…" (P2)*

In reality, he started a new e-commerce company in 2008/2009, which took him almost four years to develop a brick-and-mortar store after discovering business opportunities, even as the internet started booming. In developing their businesses, programming skills considered to be a benefit for a lot of entrepreneurs in Malaysia. In comparison to those who do not have the skills, entrepreneurs who can operate computers well are usually more noticed in their company.

> *"I realized the opportunity since I am used to working with computers since the monochrome operating system era. So I was one step ahead of other people. I used the computers when others knew nothing about it..." (P2)*

When starting new e-commerce ventures, the P8 has extensively shown the value of acquiring required programming skills. Recently, entrepreneurs starting their company utilizing Facebook as their main platform typically need to build a fan page as a portal to communicate with their clients. So, becoming a literate machine will help them in their company.

> *"We should know how to build a fan page (Facebook) in the online business, where we need to go through a process of trial and error" to get it done. In doing business online, we need to consider the opportunity to maximise the company's revenue. How to keep our clients coming back for more in other words... That is the real challenge..." (P8)*

Discussion and Conclusion

Human cognitive processes bring about the knowledge of past experiences and personal histories that have profoundly affected their judgment and decision to start a new venture. This study has shown that cognition, in which comprises of cognitive perspective of an entrepreneur's thought and reasoning is very closely linked, has a significant effect on the growth of new e-commerce ventures in Malaysia. Cognitive parts such as personal past were recognised as vital elements for influencing entrepreneurs with the creation of new e-commerce ventures in Malaysia because of family involvement in business and own experiences with knowledge, machinery and technology.

The outcome of this research showed that the personality of entrepreneurs has a significant impact on the process of Malaysia's new e-commerce companies. In Malaysia, seven elements of creativity, risk-taking, motivation, the need for freedom and autonomy, tolerance of uncertainty, hard work and determination, and optimism are an essential element of e-commerce influences and new ventures.

Highly dependent on entrepreneurial skills are two critical components: their previous experiences with computers and their communication skills that have a direct impact on their judgement and decision to initiate a new company. The results of this research have clearly shown that entrepreneurial skills are closely relates to the personal communication and computer skills of entrepreneurs, which is a benefit for them when initiating a new e-commerce company. In the e-commerce industry, a computer is a key instrument which needs entrepreneurs to have exceptional skills to explore the internet. These skills are essential for developing an e-commerce platform (i.e., blogs, Facebook, website), and marketing. Furthermore, personal connectivity is also another important factor in choosing to set up new e-commerce ventures. It is true that business people ought to have those abilities when working with their clients. They should be innovative in using the right terms while communicating with their clients to make a favourable decision when purchasing the products. A cognitive, personality and competence perspective framework that is of great importance to the growth of a new e-commerce sector, as shown in Figure 2:

Figure 2. Entrepreneur's cognitive, personality traits, and competencies contribute to the new venture e-commerce in Malaysia.
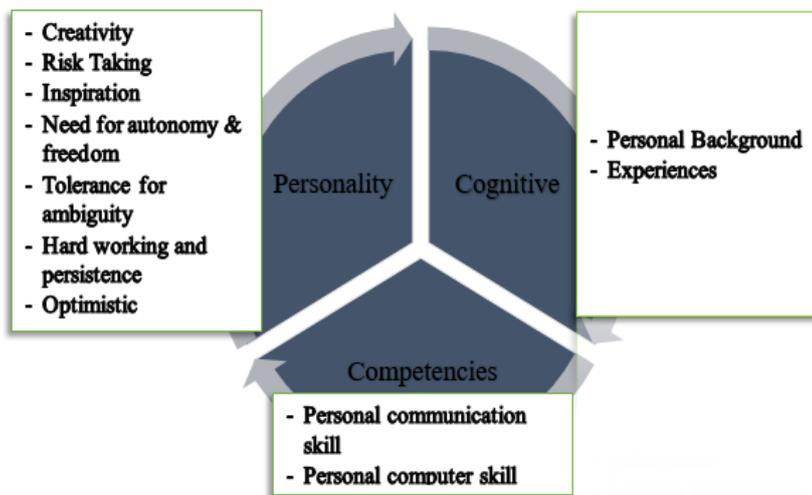
The above figure shows the cognitive perspective roles that emerge from two significant factors relevant to the growth of a new e-commerce business in Malaysia. Social history, such as prior education they get and family context are the first key variables correlated with the cognitive company's roles. Before deciding to start an e-commerce company in Malaysia, the second factor relates to cognitive entrepreneurs being connected to entrepreneurs' previous work and business experience.

A significant factor in leading their choice to develop the new e-commerce venture is their personal historical past, such as the education they obtain before initiating their business. Education provides them with the skills to generate simple ideas and data about the launch of a new e-commerce venture. A deciding factor that leads businesspeople to engage in entrepreneurship is family business histories. The history of family business gave them business experience, knowledge, and exposure as they were young, especially about product building and business management.

An important factor leading to the new venture formation between e-commerce entrepreneurs in Malaysia is the work experiences acquired during the past century. Their previous work experience, particularly on the computer, gave them knowledge; establishing the e-commerce company is fundamental. Some entrepreneurs also have trouble finding their work, which inspired them to start as a source of income for the new e-commerce companies. Several businessmen had diverse backgrounds in other businesses before undertaking e-commerce ventures. They already have a broad market base and as a crucial expertise, this will be useful and necessary for developing new e-commerce ventures.

The first aspect of an entrepreneur's personality is linked to creativity through social networks such as facebook, youtube and blogs in online marketing strategies. In formulating marketing strategies, entrepreneurs need to be innovative and not expect clients to contact them without capturing interest. Therefore, in developing marketing campaigns such as launching online ads, using fascinating passages for customers' attention, and placing beautiful images, entrepreneurs need to be creative.

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Mustapha

Entrepreneurs must use digital communication, the essence of e-commerce, and place good images as marketing strategies instead of verbal communication through the form of writing. In e-commerce, the idea of innovation needs more entrepreneurs to engage with computers and the internet, as it is the primary platform of the business. Creativity exists when all software can be integrated by entrepreneurs as catalysts to sell their products on computers and online. In order to draw consumers, entrepreneurs will require to have innovation in business strategies and online technologies.

Secondly, the personality entrepreneur's attribute is linked to the readiness to take chances on what they start in the business. In Malaysia, e-commerce is very recent; businesspeople must bear every risk that is beyond expectation. During the company transaction, the unforeseen risk applies to the payment method. When it comes to dealing with dishonest buyers seeking to take advantage of e-commerce vulnerabilities, entrepreneurs face the problem. When goods are delivered, entrepreneurs still suffer losses, but payment is still not obtained through electronic transfer as a primary transaction form. Entrepreneurs also bear the burden of uploading or missing the scheduled destination time for dangerous goods. In order to gain consumer trust, the new product must therefore be replaced by entrepreneurs. In addition to payment and distribution problems, entrepreneurs are often required to consider the risk of return on investment in internet marketing, such as Facebook or Google advertising, without any sales effect. Compared to regular businesses, the risks of entrepreneurs in e-commerce companies that require the potential to receive a high risk of complicated transaction processing due to customer relationships may not be as difficult. Therefore, there must be a high degree of preparation for such problems that carry additional entrepreneurs' risks.

The third personality, especially in terms of potential e-commerce ambitions, is associated with entrepreneurial motivation. Most entrepreneurs in Malaysia are aware of the enormous potential of e-commerce, especially for the worldwide product market. To be more successful in Malaysia's e-commerce market opportunities, they have set an ambitious target of creating a new business model. Some entrepreneurs have set their company's goals to sell goods overseas through e-commerce and continue to expand rapidly over the next few years by creating new branches. In principle, the inspiration is mainly motivated by growth companies due to the wide demand through the e-commerce platform. E-commerce transactions in Malaysia have been made more vibrant by the degree of consumer access fueled by internet infrastructure and lifestyle changes. As internet connectivity and lifestyle improvements in Malaysia increase their market share, e-commerce entrepreneurs only need to seek business prospects.

Entrepreneurs' fourth personality is connected to autonomy and freedom needed to function independently without employer control. Besides enjoying limitless profits as an entrepreneur, self-employed, without being managed by an employer, brings maximum satisfaction. Entrepreneurs earned more than twice the revenue by selling the product on the e-commerce website. They also achieve flexibility in doing daily work through e-commerce firms without being constrained by normal working hours. That is because time and commitment are versatile and not limited to a fixed time in the e-commerce industry. Potential clients can contact the entrepreneur at any time, via email or Facebook, as a 24-hour communication channel.

The Inclinations of Entrepreneurial Cognitive, Personality Traits and Competencies: The Empirical Study Of E-Commerce New Ventures In Malaysia

Tolerance for ambiguity, the capacity of an entrepreneur to consider market uncertainty, is the fifth personality factor. As the e-commerce sector is still the newest in Malaysia, with limited details, entrepreneurs need to face uncertainties. While e-commerce provides the customer with unlimited options, it is not a guarantee of business success. Owing to the numerous challenges that may come into being, distinct techniques need to be learned in e-commerce. Since deciding to withdraw from previous employment and declining to enjoy a comparatively high payroll based on their level of education, entrepreneurs with a record of business failure are also interviewed almost a few times. It is indicated that they have a high degree of tolerance for uncertainty as they decide to be entrepreneurs. They made a dramatic decision about their insecurity if they wanted to become a good businessman.

During the new venture creation, the sixth, hard work and persistence are essential features that drive business ambitions. Business people can face the uncertainties of a world without possessing personalities such as hard work and persistence. The underlying environmental uncertainty needs the determination of the entrepreneur to face challenges , especially marketing and product making. In order to ensure the highest selling items on the market, it is highly required that entrepreneurs continue to execute effective marketing strategies. All efforts in the promotion of goods that are not yet accepted by consumers should be decanted. In the early phases of company establishment, it is one of the significant challenges for entrepreneurs to create consumer demand or face losses if the product is not sold. Entrepreneurs must also work hard to deliver the products and ignore working time to ensure that orders can be delivered to customers without undue delays. Entrepreneurs are also known to be highly persistent in meeting all risk criteria, especially in the early stages of the start-up industry. Entrepreneurs need to be more vigilant in handling all facets of marketing, product creation, or customer relationships at the first level of operation. The development of a new business is daunting and it allows entrepreneurs not to abandon any action to ensure future success. E-commerce, while generating lucrative revenues, is one of the most difficult businesses to manage. The problems of e-commerce do not always require entrepreneurs to give up easily, be ready and be vigilant while running the business.

Finally, the entrepreneur's personality is linked to optimism; this is the degree of trust in the future against the company's outcome expectation. Despite facing market uncertainties, entrepreneurs are confident about what they hope to accomplish in the future. The interviews' results show that entrepreneurs have a high level of trust and bravery in deciding regardless of the confusion. Entrepreneurs are passionate about decision making because of their optimistic attitude and a high degree of stubbornness. In adopting business uncertainty, entrepreneurs with an ambitious mind are more moderate, while entrepreneurs with a stubbornness in business decision-making will be braver. Both practises have inspired entrepreneurs to become opportunists to exploit the great potential of e-commerce mentioned in the future. Therefore, because they are so confident about what they expect to do in the future, it is not surprising that entrepreneurs are brave and moderate.

Figure 2 showed the abilities of entrepreneurs emerging from two crucial factors related to the successful development of a new Malaysian e-commerce company. The first element is connected to the communication or personal communication skills of the entrepreneur during the dealing process with customers. The second factor relates to the technological skills of the entrepreneur, working

mostly with computers when setting up a new website, doing online marketing, and trying new stuff.

Within the new e-commerce sector in Malaysia, personal communication skills are essential. Having outstanding communication skills provides entrepreneurs with the benefit of attracting clients to buy their goods. Based on good communication, where customers trust the seller, a close connection between the seller and consumers will be constructed. There's no doubt that when dealing with their clients, entrepreneurs need skills and strategies, particularly when justifying their product choices. However, these particular skills in e-commerce vary from those in brick-and-mortar companies because they do not require direct contact. E-commerce deals mostly with non-verbal interactions, where communication takes place online most of the time (via emails, social chat rooms, and newsletters). To make customers happy and pleased, entrepreneurs must write correctly and rhetorically. It is because an efficient piece of writing would certainly win clients' confidence and, in return, deliver significant profits.

Additionally, the computer skills of entrepreneurs are one of the key elements contributing to the success of new venture development among e-commerce entrepreneurs in Malaysia. They were helped to set up the company by their prior work experience with the use of computers. Besides, their computer literacy has also improved its internet exploration skills to build new channels to grow their business, such as blogs, websites, and social media. As they are more experienced, coping with this technical power, entrepreneurs with simple programming skills are typically one step ahead of others.

Suggestions/Limitations

This study was conducted by interviewing twelve e-commerce entrepreneurs based on purposeful sampling and the snowball approach described by MCMC 2012. This downside is the small sample range of this study. Choosing small sample sizes on the basis of case studies would seem to make it unnecessary for this analysis to be extended to multiple locations and samples. Davidsson (2008, pp. 54-56) argues that business process studies have several issues with minimal knowledge available. A longitudinal study requiring a long period of data collection, beginning with the generation of the idea until the projects are created, involves entrepreneurship research. And the time taken to start a new company by an entrepreneur also varies. This study therefore utilizes data collection methods that concentrated only on cross-sectional methods after the establishment of new ventures without linking the researchers during the early phases of start-up through the process. The "generalisation" problem is less important in qualitative research, according to Bryman and Bell (2011), as it focuses more on in-depth research. As a result, this research does not point out the whole population of e-commerce entrepreneurs in Malaysia, but is merely an exploratory study to decide by the virtue of how this phenomenon happens. In the context of the interviews, this study thus emphasis the meaning given in more detail.

Conclusion

To conclude, from a cognitive viewpoint, personal backgrounds such as schooling and family history and career and business experience play important roles. It offers a valuable source of information for entrepreneurs to launch a new company in the future, compared to those who do not have any

company data. Seven personality elements, such as creativity, risk-taking, determination, the need for autonomy and freedom, tolerance for uncertainty, hard work and resilience, and optimism, are attributes that have been recognised as factors in the participation of Malaysia in entrepreneurship.

Strong communication skills can have a huge effect on the confidence and trust of customers before they decide to buy the items. The essence of the e-commerce industry needs entrepreneurs, through indirect methods, to understand the value of effective communication. The market climate encourages e-commerce entrepreneurs to concentrate more on attracting potential customers through online channels such as blogs, websites, or social chat rooms at various locations. If entrepreneurs fail to interact efficiently with clients, sales are not likely to be produced. It is because of the lack of trust due to poor customer communication. In addition, the computing power of entrepreneurs is also one of the main assets in e-commerce businesses. During the entire e-commerce venture creation process, every entrepreneur must use computers, primarily as it is necessary to set up and maintain blogs, websites, and other social media.

Acknowledgment

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