

Analysing the impact of career commitment, career aspirations and emotional intelligence on extrinsic success among the cosmetic entrepreneurs

Abstract

The success of emergent entrepreneurial adventures are of interest to stakeholders given the important role that such businesses play in shaping the economies in most countries. While several emergent entrepreneurial businesses are threatened with failure and early exit within the first five years of the business, the literature have attributed and continuously agued numerous factors responsible for the failure. In this study we argued that to ensure entrepreneurial success there is need for persistent commitment to the career, strong aspirations to desired goals and emotional intelligence. Thus the study examines the effect of these factors namely career commitment, aspirations and emotional intelligence on extrinsic career success taking the context of the cosmetics industries in Malaysia. The quantitative in-depth interview research technique was used to retrieve primary data through questionnaires. An estimated sample of 341 cosmetics entrepreneurs in Malaysia were selected as respondents of this research using simple random sampling method. The analysis was based on the multiple linear regression technique using the SPSS software. The results indicated that career commitment among cosmetic entrepreneurs positively relates to extrinsic entrepreneurial success ($\beta= 0.258, t=2.937, p<0.004$). The relationship between career aspiration and extrinsic entrepreneurial success is predicted as positive and significant ($\beta= 0.121, t= 1.319, p<0.019$). Finally, based on the result ($\beta=0.162, t=1.738, p<0.085$), there is also a positive and significant relationship between Emotional intelligence and extrinsic entrepreneurial success. Some implications of this research are discussed based on the study findings at the end of this study.