

Critical Success Factors of Competencies Among Women Entrepreneurs in Business Performance

Abstract

It is a critical success factor for women entrepreneurs in Malaysia to investigate their success's effect on the performance of their business. One hundred female entrepreneurs were part of this research study, and the SPSS software was used to verify the proposed research framework. In light of these findings, the business competencies considered to be of importance in Malaysia were the primary success factors of women entrepreneurs. The research additionally determined that the association between personal, interpersonal, and business competency characteristics significantly affects the business outcomes of Malaysian women entrepreneurs. Business performance through women's entrepreneurial competencies is critical because it equips them with the knowledge to operate their companies and empowers them to be aware of their abilities or weaknesses. The research found that those women who are prepared and eager to prepare themselves for the business environment and to do their part in empowering their personal, interpersonal, and business competencies and skills will minimise the business's negative effects.