



## The Implementation of Smart Technologies for Business Success and Sustainability, pp 99–110

# Assessing the Influences of Need of Achievement and Confidence on the Women-Owned-Micro Enterprises' Success in Malaysia

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## Abstract

This study examined factors that influence women

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both variables showed a strong association with the

success of women entrepreneurs. These findings not only reinforce previous findings on the vital role of personality in women entrepreneurship activities but also emphasizes the roles of the government to spur and stimulate the above-mentioned factors through relevant training programs.

## Keywords

**Women entrepreneur**

**Success**

**Need of achievement**

**Self-confidence**

**Micro enterprise**

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