

The impact of Risk Willingness and Opportunity Recognition on Business Owners' Performance in Sabah, Malaysia

Deewasnari Muddat¹, Sylvia Nabila Azwa Ambad², Rosmimah Mohd Roslin³, Nelson Lajuni⁴

¹Arshad Ayub Graduate Business School, Universiti Teknologi MARA, Sabah Branch, Kota Kinabalu Campus, Malaysia

²Faculty of Business & Management, Universiti Teknologi MARA, Sabah Branch, Kota Kinabalu Campus, Malaysia

³Arshad Ayub Graduate Business School, Universiti Teknologi MARA, Shah Alam, Selangor, Malaysia

⁴Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah, Kota Kinabalu, Malaysia

Corresponding author email: nabila1793@uitm.edu.my

Abstract - This paper examines the impact of risk willingness and opportunity recognition on business owners' performance in Sabah, Malaysia. The paper adopts non-probability sampling, known as a purposive sampling method, in selecting business owners. A total of 600 surveys using self-conducted questionnaires structured on a 7-point Likert scale is distributed, and subsequently, 525 questionnaires are returned. The EAO dimensions assessed in the paper are risk willingness and opportunity recognition. Data collected are analysed using the SEM-PLS technique through the SmartPLS 3.3.2 software. The study found a positive effect of risk willingness and opportunity recognition on the business owners' performance. Accordingly, this paper's theoretical and practical implication supports some of the previous findings and arguments that EAO plays an essential role in influencing micro-business owners' performance.

Keywords - *Entrepreneurial Attitude Orientation, Micro-business owners, risk willingness, opportunity recognition*
