**CHARACTERISTICS, COMPETENCIES AND WORK EXPERIENCE AS FACTORS SUCCESS AMONG SMALL AND MEDIUM ENTERPRISES**

**WOMEN TECHNOPRENEURS**

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Technopreneurship development was a hotly debated issue during the COVID-19 pandemic, not only locally but also globally. The purpose of this study is to identify the multidimensional relationship between the main constructs that are entrepreneurial characteristics, entrepreneurial competencies and work experience as well as the dimensions of independent variables of the success of women technopreneurs in Small and Medium Enterprises (SMEs). Based on the highlights of previous studies, independent variables and dependent variables were selected. In this study, the independent variables selected were characteristics, competencies and work experience. The dependent variable was the success factors of women technopreneurs.The independent variables were selected Based on McClelland & McBer’s entrepreneurial development theory, Joseph A. Schumpter, Max Weber and Becker’s Human Capital Theory as well as the SME Man competitiveness model . The design of this study is in the form of a survey conducted in a cross section and data was collected using a quantitative approach. The selection of participants for this study was among 115 successful women technopreneurs in the state of Selangor. Snowball, convenience and purposive sampling techniques will use to select study participants. The research instrument consisted of technopreneur profiles and questionnaires. The scope of this study focuses on following characteristics among successful female SME technopreneurs in the state of Selangor; female technopreneurs are entrepreneurs who use technology for business purposes and engage in business by using the latest technology whether in production, marketing, operation or business management; as well as the period of venturing into the field of techno-entrepreneurship (5 to 10 years). Nevertheless, there are some limitations which have been identified in this study such as all participants selected in this study consist of female SME technopreneurs only where they may come from various characteristics and different demographic backgrounds; the findings and results of this study will be subject to the perceptions and honesty of the participants and any provision of false information will affect the results of the study; this study will focus on the techno -entrepreneurial sector as opposed to entrepreneurship in general. In conclusion, the implications of this study, will identify the success factors that are important to succeed in a competitive business world as well as to increase the aspirations and motivation of women to become successful technopreneurs.

*Key words: Technopreneurship, Small and Medium Enterprises, characteristics, competencies and work experience*