

Entrepreneurs' Personality from Islamic Perspective: A Study of Successful Muslim Entrepreneurs in Malaysia

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Abstract. The success of the Prophet Muhammad PBUH and his companions in entrepreneurship which has gained great material success is due to their personalities. This is because they are well known for their good personalities. Thus, their customers are very confident to do business deals with them without having any single doubts. Therefore, this study will be focusing on the relationship between Muslim entrepreneurs' personalities with their achievements. About 183 successful Muslim entrepreneurs participated in this study. By using Pearson's Correlation test, the study found a significant relationships between Muslim entrepreneurs' personalities with their achievements.

Keywords: Muslim entrepreneur, Leadership, Personality, Success factor, Achievement.

1. Introduction

One of the key attributes of a successful entrepreneur is having a great personality. According to Azlina Abu Bakar (2009), the word personality comes from a Latin word 'persona' which refers to someone's exterior characteristics including their way of thinking, behavior and emotions. Thus, according to Eysenck H.J. (1970), personality from the aspect of way of thinking proves that a person has the stability in their cognitive system. Meanwhile, Abdul Aziz (2009) explains personality from behavioral aspects shows that someone will have some sort of defense mechanism within his body system. On the other hand, Miftah Muhammad Abdul Aziz (1997) suggests that personality from the aspect of emotional strength is related to one's emotional stability.

The personality of an individual differs from one another due to many factors such as physiological, environmental, educational, cultural and family backgrounds. Meanwhile, according to Mohd. Fadzillah Kamsah and Muhammad Zakaria (2008), an entrepreneur's personality from Islamic perspective refers to the personality of a Muslim entrepreneur which influences his/her actions and his/her way of reacting to problems which are based on Islamic values. This involves the tendency, ambitions, intuition to do mentally, emotionally and physically preparation in order to determine one's behavior when interacting with his/her environment. The Islamic values uphold by Muslim entrepreneur will allow him/her to possess a high level of '*taqwa*' (God consciousness) for Allah SWT and Islamic leadership. Thus, the characteristic which differentiates a Muslim entrepreneur and a non-Muslim entrepreneur is the personality that is based on Islamic values in thinking, behavior and emotion, while non-Muslim entrepreneurs solely focus on their mental, emotional and physical strength.

2. Literature Review and Hypotheses

Entrepreneurship is one of the many aspects in life which was discussed in the Al-Quran. There are evidences in the Quran which point out the importance of gaining wealth through entrepreneurship. Allah SWT has stated in the Quran: "And We have certainly established you upon the earth and made for you therein ways of livelihood. Little are you grateful." (Surah Al-A'raf: 10)

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