

## Examining the Factors Related to Knowledge Management Systems to Support the Performance of Women Entrepreneurs

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### ABSTRACT

This study aims to improve the model for successful knowledge management systems in the context of women entrepreneurs' performance through innovation, allowing them to run their businesses successfully by expanding the KMS Success Model. The research aims to investigate the factors of KMS in Malaysia for women entrepreneurs to access knowledge, increase visibility, share knowledge, and improve their chances of business success. Women who start businesses are confident, creative individuals who can work independently or with others to achieve financial independence. However, women entrepreneurs often struggle to access relevant business information, stay up-to-date with market trends, and implement industry best practices, which can hinder decision-making and business growth. The KMS Success Model, developed by Jennex and Olfman in 2006, conceptualizes a knowledge management system that enables women entrepreneurs to overcome challenges related to collaboration, communication, coordination, data visibility, and knowledge dissemination. This study aims to enhance the knowledge management systems success model specifically for women entrepreneurs through innovative approaches. The study adopts a positivistic paradigm and utilizes a deductive approach with quantitative data collection methods.

**Keywords:** Knowledge Management System (KMS); Women Entrepreneurs; Performance.

### 1. Background

Knowledge Management Systems (KMS) can be a game-changer for women entrepreneurs, providing access to relevant, timely, and actionable knowledge to help address some of the challenges they face [1]. KMS can enhance productivity, drive innovation, and improve business performance, as well as help entrepreneurs stay up to date with industry trends and market dynamics [2]. Despite the potential benefits of KMS for women entrepreneurs, research in this area, particularly in the context of Malaysia, remains scarce [3].

### 2. Problem Background and Research Gap

Women entrepreneurs often face structural and socio-cultural barriers that can stifle their innovative endeavors, such as restricted access to resources, both financial and educational [4]. Additionally, cultural norms and biases can lead to women's contributions being overlooked or undervalued in broader entrepreneurial forums [5]. Furthermore, women entrepreneurs may also lack access to relevant data due to exclusion from certain networks or platforms [6]. These challenges can lead to a lack of visibility into market trends, consumer preferences, and competitive landscapes, making it difficult to access and contribute to the shared body of entrepreneurial knowledge [6,7,8].

### 3. Research Questions and Research Objectives

Given the above backdrop, the following research questions were identified:

RQ1 - What is the relationship of system quality, knowledge quality, and service quality on KMS success toward women entrepreneurs' performance?

RQ2 - What is the relationship between innovation quality on KMS success toward women entrepreneurs' performance?

RQ3 - Does intent to use and user satisfaction mediate the relationship between system quality, knowledge quality, service quality, and innovation quality with KMS success toward women entrepreneurs' performance?

RO - To identify the relationship of system quality, knowledge quality, and service quality on KMS success toward women entrepreneurs' performance.

RO - To study the relationship between innovation quality on KMS success toward women entrepreneurs' performance.

RO - To identify the mediating relationship of intent to use and user satisfaction between system quality, knowledge quality, service quality, and innovation quality with KMS success toward women entrepreneurs' performance.

#### 4. Underlying Theory(ies)

Based on the literature review, the KMS Success Model is selected as the underpinning theory as it closely matches the research question of this study to uncover the factors of knowledge management system (KMS) among women entrepreneurs performance in Malaysia.

#### 5. Method

The study uses the positivist paradigm with a deductive approach. The population being studied is women entrepreneurs in Malaysia. Purposive sampling will be used to select participants for the study. The updated version of the questionnaire will then be pilot-tested for reliability with 30 respondents. All variables will be measured using a seven-point Likert scale. Statistical analysis will be used to examine the correlation between the variables. To develop the final structural model, the study will utilize the (SmartPLS V.3.3.3) software.

#### 6. Conclusion

A Knowledge Management System (KMS) is an essential tool for women entrepreneurs, as it serves as a bridge to mitigate gaps in access to resources and networking platforms. KMS streamlines the capture, organization, and dissemination of vital business knowledge, ensuring that women entrepreneurs are well-equipped with timely and relevant information to inform their decisions. By leveraging KMS effectively, women entrepreneurs can access knowledge efficiently and in real time, enabling them to scale their businesses and reach new markets.

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