

Usahawan Cina dalam Sektor Kecil dan Sederhana di Semenanjung Malaysia: Modenisasi dalam Perniagaan Keluarga Cina. Chin Yee Whah. 1998. [Akademika 53](#)

Abstrak

Artikel ini membincangkan interaksi antara budaya dengan keusahawanan di kalangan etnik Cina di Malaysia. Analisis makro-sejarah menunjukkan usahawan Cina bersikap rasional dan pragmatis dalam zaman kolonial, zaman kemerdekaan, zaman Dasar Ekonomi Baru (DEB) dan zaman pasca DEB di Malaysia. Kajian di peringkat mikro-aktor melalui temu bual dengan 21 orang usahawan Cina pula mendapati nilai-nilai Konfusianisme seperti filial piety atau kesetiaan, kehematan, kerajinan dan kesungguhan telah menyumbang kepada kejayaan usahawan Cina pada peringkat mengasaskan perniagaan mereka. Namun, untuk mengembangkan syarikat mereka usahawan Cina telah bertindak secara rasional dan pragmatis memodenkan perniagaan keluarga dengan menolak cara perniagaan lama, memanfaatkan sistem pengurusan Barat dan Jepun untuk melakukan inovasi dan meningkatkan daya saing. Semua ini menandakan satu perubahan daripada perniagaan keluarga kepada perniagaan melampaui lingkungan keluarga dan juga melampaui batasan etnik Cina sendiri.

Kata kunci: usahawan Cina, modenisasi, perniagaan keluarga Cina.

Abstract

This article discusses interaction between culture and entrepreneurship of ethnic Chinese in Malaysia. Analysis at the macro-historical level shows that Chinese entrepreneurs were rational and pragmatic in their approach throughout the various periods of Malaysian history, namely colonialism, independence, the New Economic Policy (NEP) as well as the post NEP aras. Micro-level analysis focusing on actors was also carried out, based on interviews with 21 Chinese entrepreneurs. The study shows that the virtues of Confucianism such as filial piety or 'hsiao', frugality and diligence have contributed to the success of ethnic Chinese entrepreneurs during the initial stage of their business. However to expand it the Chinese entrepreneurs acted rationally and were pragmatic to modernise their family business. They rejected the traditional way of running business and adopted Western and Japanese management systems to ensure innovation and improve competitiveness. All these show a change from a family business set up to one that crosses family and ethnic boundaries.

Key words: Chinese entrepreneurs, modernisation, Chinese family business