

Public Abstract

First Name:Li

Middle Name:

Last Name:Zhao

Adviser's First Name:Jung

Adviser's Last Name:Ha-Brookshire

Co-Adviser's First Name:

Co-Adviser's Last Name:

Graduation Term:SS 2015

Department:Textile & Apparel Management

Degree:PhD

Title:THE IMPACT OF FOUNDERS PERSONALITY TRAITS ON THE PERFORMANCE OF CHINESE APPAREL NEW VENTURES

In light of the unique market characteristics of the Chinese apparel industry, the focus of this dissertation was to investigate how founders' personality traits impact Chinese apparel new venture performance. Toward that end, an online survey was conducted using founders' personality traits, the quality of firm network relationships, perceived competitive advantages, and perceived Chinese apparel new venture performance scales. Employing the purposive sampling technique, and targeting Chinese apparel new ventures that had been established for five years or less, 210 usable survey responses were collected through the So Jump Survey Company. Moreover, structural Equation Modeling (SEM) via AMOS was used to analyze the data from this dissertation. Additionally, post-hoc analysis was conducted to determine which factors of personality traits were significant predictors.

Grounded in the resource-based theory of the firm, the study findings were expected to provide further evidence of the importance of the relationship between founders' personality traits and the quality of a firm's network relationships and, in turn, the impact on Chinese apparel new venture success. The positive influence of Chinese apparel new ventures' competitive advantages on performance was found to be significant in this study which is consistent with Barney's (1991) RBV theory. Moreover, Chinese apparel new venture network relationship quality was found that has a positive impact on new ventures' competitive advantages. This result is consistent with social network theory and revealed that competitive advantage may be achieved by external social network resources. In addition, all five personality traits were suggested significantly influence in a positive way the quality of firms' relationships with supply chain partners. The perceived quality of firms' network relationships and competitive advantages together were found to be the mediating variables between the relationships between founders' personality traits and new venture performance.

The findings may help people who are interested in starting new ventures in the Chinese apparel industry manage external network relationships that are critical for new venture success. Furthermore, the research findings would improve academic understanding of the Chinese apparel industry. Supply chain partners could also utilize these findings to make appropriate strategies for improving relationships with Chinese apparel new ventures to cope with the critical business challenges of globalization and collaboration.