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

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ABSTRACT

The study investigated how founders’ personality traits impact Chinese apparel new venture performance. 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. Grounded in Barney’s (1991) resource-based view 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 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.