

Multiplicity of Entrepreneurship:
An Analysis of Chinese, Malay and Indian Entrepreneurs in
Malaysia

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The paper is based on an ongoing research project. It aims to provide a descriptive account on the concept of entrepreneurship in a multicultural, multilingual and multi religious society of Malaysia. The research traces the sources of influence on the emergence and development of entrepreneurship, link types of entrepreneurship to levels of sustainability and types of business activities. The research also investigates to what extent Chinese, Malay and Indian entrepreneurs that come from diverse historical and cultural backgrounds are connected together in the economic realm. In addition, the paper attempts to understand and explain why these connections had and are taking place within the socio-economic and political contexts in Malaysia.