

## TABLE OF CONTENTS

<b>CHAPTER I</b> .....	1
<b>INTRODUCTION</b> .....	1
<b>1.1 Research Background</b> .....	1
<b>1.2 Research Questions</b> .....	4
<b>1.3 Research Objectives</b> .....	4
<b>1.4 Research Contributions</b> .....	5
<b>1.5 Research Limitation</b> .....	5
<b>1.6 Research Outline</b> .....	6
<b>CHAPTER II</b> .....	8
<b>LITERATURE REVIEW</b> .....	8
<b>2.1 Small Independent Retailers’ Business Performance</b> .....	8
<b>2.2 Creative Abilities</b> .....	8
<b>2.3 Inspirational Networking Skills</b> .....	9
<b>2.4 Cognitive Analytical Business Skills</b> .....	12
<b>2.5 Relationships Between Variables</b> .....	12
<b>2.5.1 Relationship between Creative Abilities and Inspirational         Networking</b> .....	12
<b>2.5.2 Relationship between Creative Abilities and Small Independent         Retailers’ Business Performance.</b> .....	13
<b>2.5.3 Relationship between Creative Abilities and Cognitive Analytical         Business Skills.</b> .....	14
<b>2.5.4 Relationship between Cognitive Analytical Business Skills and         Small Independent Retailers’ Business Performance.</b> .....	15
<b>2.5.5 Relationship between Inspirational Networking and Small         Independent Retailers’ Business Performance</b> .....	15
<b>2.8 Research Model and Hypothesis</b> .....	17
<b>CHAPTER III</b> .....	18
<b>RESEARCH METHODOLOGY</b> .....	18
<b>3.1 Research Paradigm</b> .....	18
<b>3.2 Quantitative Research Paradigm</b> .....	18
<b>3.3 Qualitative Research Paradigm</b> .....	19
<b>3.4 Type of Research</b> .....	20

3.5 Research Object.....	21
3.6 Research Subject .....	21
3.7 Unit of Analysis.....	21
3.8 Population/Sample.....	21
3.9 Variable Measures.....	22
3.9.1 Conceptual and Operational Definition.....	25
3.10 Level of Measurements .....	27
3.11 Data Collection Method .....	28
3.11.1 Data Collection Ethics .....	29
3.12 Questionnaire Creation Model.....	31
3.12.1 Questionnaire Design Process.....	31
3.13 Data Analysis Method .....	32
3.13.1 Actual Study .....	32
3.14 Partial Least Square.....	36
CHAPTER IV.....	37
RESULTS AND DISCUSSION .....	37
4.1 Respondent's Profile .....	37
4.1.1 Age .....	37
4.1.2 Business Ownership .....	38
4.1.3 Sales/Business Income .....	38
4.1.4 How Long the Business Opened.....	39
4.2 Actual Test Study .....	40
4.2.2 Inferential Statistics .....	42
4.2.2.1 Outer Model .....	42
4.2.2.2 Inner Model.....	48
4.3 Hypothesis Testing .....	50
4.4 Discussion .....	53
4.5 Comparison.....	56
CHAPTER V .....	58
CONCLUSION AND RECOMMENDATION .....	58
5.1 Conclusion.....	58
5.2 Managerial Implications.....	59

<b>5.3 Research Limitations</b> .....	60
<b>5.4 Suggestion for Future Research</b> .....	60
<b>REFERENCES</b> .....	62

