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**AN INVESTIGATION OF THE RELATIONSHIP BETWEEN HUMAN  
CAPITAL DIMENSIONS AND ENTREPRENEURIAL SUCCESS WHILE  
CONTROLLING FOR DEMOGRAPHIC FACTORS**

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**Abstract**

**Objectives** - The increasing of globalization and the overloaded job market due to the recent downturns in various economies of the world have brought Human Capital into getting wider attention. As a result, many people have been flocking to start a new business or becoming entrepreneurs. Therefore, this research study aims to investigate the relationship between the dimensions of Human Capital and Entrepreneurial Success, and how the relationship varies with or without controlling for the entrepreneurs' demographic background.

**Method** – This research study used a quantitative approach which by distributing a questionnaire to 102 creative industry entrepreneurs through mobile application messenger, social media, and emails. The data analysis was done using multiple regression method on SPSS 22.0. Several regression models were developed to address the research questions.

**Results** – The findings of this research study indicates that Human Capital does have significance influence toward Entrepreneurial Success. However, among the three Human Capital dimensions used in the research model (i.e. Competence, Attitude, Intellectual Agility), Competence is the only dimension that has significance influence toward Entrepreneurial Success, after controlling for demographic variables.

**Conclusion** – This research study concludes that Competence is the most influential dimension of Human Capital on Entrepreneurial Success. However, all of the three dimensions (i.e. Competence, Attitude and Intellectual Agility) have positive relationship with Entrepreneurial Success although with varying significance, after controlling for demographic variables.

**Key words** – Human Capital, Entrepreneurs, Entrepreneurial Success, Creative Industry