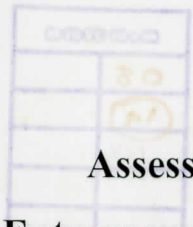


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Assessment of Factors Influencing Women Entrepreneurship Development (Success) in Eastern Province.

(With special reference to micro credit/micro finance)

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Abstract

This study focuses on the Assessment of Factors Influencing Women Entrepreneurship Development (Success). The purpose of this study is to identify the competencies that they possess in trading, production/ industrial, farming and service ventures and the way they apply them and find the reasons for the imbalance in the competencies needed to launch and manage ventures. This study will help other entrepreneurs, who lack the special competencies of the Women entrepreneurs, to learn these competencies and make them more positive in their endeavors. The conceptual model of the study explains, though, the competencies of risk taking, perseverance and innovativeness of the Women entrepreneurs of this regions have directly contributed to their success in their ventures, the personal backgrounds such as, education, experience and family business backgrounds and the institutional factors such as monetary and non-monetary policies and practices of the government also determine the development (successes or failures) of their ventures.

This study focuses on the entrepreneurial variables that could improve on the factors influencing Women entrepreneurs' development in the Seven Divisional Secretariats in the Eastern Province of Sri Lanka. (Trincomalee Town, Batticaloa, Amparai, Kaluwanchikudy, Chenkalady, Valaichenai and Kalmunai). The three entrepreneurial variables were personal backgrounds, entrepreneurial competencies and institutional support. The research model conceptualized a positive relationship between each of the independent variables (Personal Backgrounds, Entrepreneurial Competencies, and Institutional Support) and the dependent variable (Entrepreneurial development/Success).

The study was conducted among the sample of 100 Women entrepreneurs who were conveniently selected from the above three districts. Of which 96 entrepreneurs responded to the survey. Data were collected through questionnaires and analyzed using the software SPSS version 10.0. The data analysis included the univariate (descriptive), bivariate, and multivariate analyses. The frequency distribution analysis was done for all variables as the descriptive analysis. The bivariate analysis included

the simple correlation and simple regression analyses. As a multivariate analysis, the multiple regression analyses were carried out.

The results of correlation analysis indicated that all the independent variables were positively and significantly correlated with entrepreneurial development of the entrepreneurs. It was found that entrepreneurial competencies were strong correlation with entrepreneurial development while the personal backgrounds and institutional support had weakly correlated. The results of the multiple regression analysis revealed that entrepreneurial competencies and personal backgrounds are the strong predictors of the entrepreneurial success. While the institutional support is a weak predictor. On the whole, 44.1% of the variance in the entrepreneurial success of Women entrepreneurs was accounted for by the three entrepreneurial variables. Entrepreneurial competencies, was found to be the more critical entrepreneurial factor to be considered or manipulated for improving the entrepreneurial success of the Women entrepreneurs in the Seven Divisional Secretariats in the three districts of the Eastern province of Sri Lanka.

Table of Contents

	Pages
Table of contents	i-iii
List of tables	iv
List of illustrations	v
Acknowledgement	vi
Declaration	vii
Abstract	viii-ix
Chapter – 1 Introduction	1-8
1. Background	1
1.1 Significance of the study	2 - 3
1.2 Problem Statement	4
1.3 Objectives of the study	4
1.4 Scope of the research	5
1.5 Coverage of the research	5
1.6 Methodology	6 - 8
Chapter – 2 Literature Review	9 - 35
2.1 Introduction	9
2.2 Entrepreneurship	9 - 16
2.3 Role of the Government and supporting Institutions	17 - 19
2.4 Routes to failures of a business	19 - 21
2.5 Education	22 - 23
2.6 Historical over view of Microfinance	24 – 31
2.7 The Commercial Banking Sector Microfinance in Sri Lanka	32 - 34
2.8 Summary	35
Chapter – 3 Conceptualization Model and Methodology	36 - 47
3.1 Introduction	36
3.2 Method of Survey and Survey Instruments	36
3.3 Selection of Samples	37
3.4 Conceptualization Model	38

Chapter 3.5 Operationalization of Variables	39
3.6 Hypotheses	40
3.7 Method of Measurement	41- 42
3.8 Rationale of Criteria and Sampling	43
3.9 Evaluation Method	43
3.10 Bivariate analysis	46
3.11 Summary	47
Chapter – 4 Data Presentation and Analysis	48 - 77
4.1 Introduction	48
4.2 Analysis of Reliability and Validity of the instruments	48
4.3 Univariate Analysis	49 - 56
4.4 Level of Entrepreneurial development	57 - 59
4.5 Bivariate Analysis	60
4.6 Multicollinearity	66
4.7 Simple Regression Analysis	66
4.8 Multivariate Analysis	72
4.9 Hypotheses Testing	74
4.10 Summary	77
Chapter -5: Discussion	78 - 85
5.1 Introduction	78
5.2 The relationship between - Personal backgrounds and entrepreneurial Development (success)	78 - 80
5.3 The relationship between - Entrepreneurial competencies and entrepreneurial Development (success)	81 - 82
5.4 The relationship between- Institutional support and entrepreneurial development (success)	83
5.5 Implication of the study	84
5.6 Summary	85

Chapter – 6: Conclusion and Recommendations	86 - 90	
6.1 Introduction	86	
6.2 Conclusion	86	
6.3 Recommendations	87	
6.4 Suggestions for future studies	88 - 90	
Appendices (1 – 5)	91 - 124	
Bibliography	124 - 125	
List of References	126 - 127	
Table 6	Age level	30
Table 7	Civil status	31
Table 8	Number of dependents	31
Table 9	Statistics of the distribution of entrepreneurial success	33
Table 10	Statistics of the distribution of personal backgrounds	34
Table 11	Statistics of the distribution of entrepreneurial competencies	35
Table 12	Statistics of the distribution of institutional support	36
Table 13	Level of entrepreneurial success	37
Table 14	Level of personal backgrounds	38
Table 15	Level of entrepreneurial competencies	38
Table 16	Level of institutional support	39
Table 17	Correlation between dependant variables and independent variables	41
Table 18	The result of individual ability diagnosis test	46
Table 19	Statistics of regression between personal backgrounds and entrepreneurial success	47
Table 20	Statistics of regression between entrepreneurial competencies and entrepreneurial success	49
Table 21	Statistics of regression between institutional support and entrepreneurial success	70
Table 22	Results of multiple regression analysis	72
Table 23	Influence of the independent variables on entrepreneurial success	73
Table 24	Multiple multiple regression analysis: Prediction of entrepreneurial success	75