


**IMPACT OF START UP MOTIVES AND SUCCESS  
FACTORS ON SMALL SCALE WOMEN  
ENTREPRENEURIAL PERFORMANCE IN SOUTHERN  
PROVINCE**

**BM**

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**A thesis submitted to the University of Sri Jayewardenepura  
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“The work described in this thesis was carried out by me under the supervision of Dr. U. Anura Kumara and a report on this has not been submitted in whole or in part to any university or any other institution for another Degree/ Diploma”.



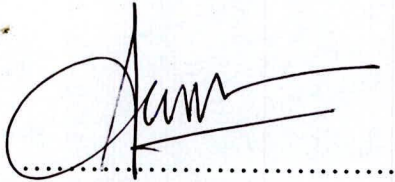
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## **LISTS OF ABBRIVIATIONS**

<b>AGA</b>	Assistant General of Area
<b>DCS</b>	Department of Census and Statistics
<b>EDB</b>	Export Development Board
<b>GDP</b>	Gross Domestic Product
<b>IDB</b>	Industrial Development Board
<b>NEDA</b>	National Enterprise Development Authority
<b>SAARC</b>	South Asian Association of Regional Cooperation
<b>SME</b>	Small and Medium Scale Enterprises
<b>WEF</b>	World Economic Forum

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**MADAWALA GAMAGE MENAKA DILRUKSHI**

**ABSTRACT**

Socio economic development is one of the fundamental requirements that can be achieved through entrepreneurship as a decisive factor of a country. Entrepreneurship among women is very important component and small scale women entrepreneurs are also playing vital role towards the sustainability. Southern Province contributes to the high portion of Gross Domestic Product to the nation and it was not in the satisfactory level. In the Southern Province women constitute to more than the male population their active participation in the economy is relatively low. Though business startup rate of women is twice than male within two or three years forty percent of the businesses go to the bankrupt due to the lack of performance. Many government and non-government organizations initiated various programs to empower women through entrepreneurship still the status of women is lower than men. But some women entrepreneurs have gone beyond by overcoming these issues to achieve their survival and sustainability by utilizing their capacity. Due to the growing importance of women entrepreneurs there is practical value in being able to identify the impact of startup motives and success factors on small scale women entrepreneurial performances.

Therefore this study aims to identify the background of small scale women entrepreneurs, their startup motives and success factors and based on this information,



researcher focuses to identify the impact of startup motives and success factors on entrepreneurial performances. Both primary and secondary data were collected and data was analyzed using descriptive statistics, Pearson's correlation analysis and multiple linear regression analysis. The reliability was tested using cronbach's alpha value method and all the variables carried above 0.7. Correlation analysis noted that though both startup motives and success factors positively correlated with entrepreneurial performances, success factors highly correlate entrepreneurial performances than start up motives. The regression analysis also mentioned that though both startup motives and success factors have significant impact on entrepreneurial performances; success factors have a greater impact on entrepreneurial performances than start up motives. Further encouraging family counseling, improving entrepreneurial posture, introducing gender based entrepreneurship policy, enhancing social acceptance and recognition, building up a collaborative approach between government and non-government organizations, and developing a career path for entrepreneurs is essential to create an entrepreneurial culture by enhancing the entrepreneurial performances. The study has some implications for theory and practice. As a future directions researcher can exploit other factors influence for the entrepreneurial performances than start up motives and success factors by utilizing various dimensions considering Sri Lank as a whole.

**Keywords:** Entrepreneurial performances, Startup motives, Success factors

## **CHAPTER 01**

### **INTRODUCTION**

#### **1.1 Background of the Study**

The world is rapidly changing day by day. There is a great dearth of people who can think of innovations and who can face these quick changes. It is very much essential to need people who have got self-vision, positive views and new creators earlier, to produce the changes that go with present society. There are the people who can give leadership to the competitive world. The people who have got this kind of new vision and this kind of philosophy can be created by entrepreneurship only. The people who bear entrepreneurship are entrepreneurs. They are the agents who make changes. They are the people who can understand the opportunities and do innovations without thinking risk. On this ground the entrepreneur can be introduced as a leader of the nation.

Any one cannot under measure the contribution that entrepreneurs extend to enrich the economic development. Amarathunga (2003) declared that, economic development is a process. It helps to the uplift the livelihood of the people. Always there is a strong relationship between economic development and social development. These entrepreneurs engage in various scales of the business. Such as large, medium, small and micro scales. At present economic experts are paying their attention to small scale entrepreneurship, because small scale entrepreneurship