



IMPACT OF WOMEN ENTREPRENEURS' FAMILY COMMITMENT FOR THEIR BUSINESS SUCCESS: AN EXPLORATORY STUDY OF VIDATHA PROGRAM, SRI LANKA

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Abstract

Current trend of economic and political situation in the world paved the way for women to running a business. Even though women contributed large portion to the national economy by heading a business, they have problems for balancing family commitments with business. Hence, they unable to utilized their full capacity and expected outcome would not achieve. Fact that studying relationship between women entrepreneur's family commitment and their business success is timely requirement. Therefore, this research investigated the impact of family commitments for the success of women entrepreneurs' in Sri Lanka. Women entrepreneurs selected from the VIDATHA program, Central Province, which was initiated by the Ministry of Science, Technology and Research in mid-2000. During the 2015 there were 125 women entrepreneurs registered with the above program and 65 among them was selected through Stratified Random Sampling method. According to the results, Women entrepreneurs face problem with balancing a role as fulfilling parental responsibility and role as a homemaker. During the start-up pace they have problem with inadequate capital for investing their business. Further on going period they faced cash-flow problem which is difficult to manage working capital. They have barriers for investing money for their business. All the respondents' success due to their hard work which done on behalf of their business and good family support other than the Children because most of women entrepreneurs were having children who were schooling and it is a barrier for them. Among the all respondents most of them were created/pull entrepreneurs. Moral support, financial management training, and training on commercialization is necessary for them.

Keywords: Women Entrepreneurs, Work-family Commitments, Business Success, Business Start-up