

**ENTREPRENEURIAL QUALITIES OF WOMEN OWNED
SMALL SCALE VENTURES IN GAMPAHA DISTRICT - A
COMPARATIVE ANALYSIS BY BUSINESS CHARACTERISTICS**

By



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REG NO: EU/IS/2015/COM/65

INDEX NO: COM 1945



Project Report
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A project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfilment of the requirement for the Degree of Bachelor of Commerce Honours (B. Com Hons.).

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ABSTRACT

In Sri Lankan context, a few empirical studies have been conducted with a comparative analysis by business characteristics of the level of entrepreneurial qualities on the success of small business women. There is an empirical knowledge gap exists in the level of entrepreneurial qualities on the success of small business women in Gampaha district. Hence, this study attempts to fill this knowledge gap. The objectives of this study is to identify the level of self-confidence, seeking opportunities, dedication, future orientation, risk taking on the business activities and monthly profit and the level of the success of small business women on the business activities and monthly profit and also the relationship between the self-confidence, seeking opportunities, dedication, future orientation, risk taking and the success of small business women. To achieve these objectives data was collected from women owned small scale ventures in Gampaha district using questionnaire. The data were analyzed by using descriptive, correlation analyses and multiple regression analysis.

The results show self-confidence, seeking opportunities, dedication, future orientation, risk taking, success of small business women on the business activities and monthly profit are in high level and identified that, there is a strong positive relationship among self-confidence, seeking opportunities, dedication, risk taking with success of small business women and there is a medium positive relationship among future orientation with the success of small business women. Gan and Wang (2016), also identified there is a relationship among self-confidence, seeking opportunities, dedication, future orientation, risk taking with success of small business women.

From this research, Gampaha District small business women should improve and maintain their entrepreneurial qualities based on the five entrepreneurship qualities. It shows that there are direct conditions between the qualities of the entrepreneur and the small business women.

Keywords: Success of small business women, entrepreneurial qualities, self-confidence, seeking opportunities, dedication, future orientation, risk taking.

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