

**WORK LIFE BALANCE OF WOMEN ENTREPRENEURS IN
BATTICALOA.**



BY

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REG.NO: EU/IS/2017/MS/045

INDEX NO: MS 2005



Project Report
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A Project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfillment of the requirement for the Degree of Bachelor of Business Administration (BBA).

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FACULTY OF COMMERCE AND MANAGEMENT
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2023.

ABSTRACT

In today's economic world, no business can afford to be uncompetitive. This situation requires innovation to survive and grow. It is not possible to achieve an innovative institution without satisfaction of entrepreneurs. Hence, researchers have become increasingly interested in identifying the conditions that influence entrepreneurs work life balance. And also work domain, family domain and personal domain are the most important factors to overcome competition. This study examined work domain, family domain, personal domain and work life balance from the perspective of women entrepreneurs. In addition to this, the researcher Identify the level of these variable, impact and relationship between them.

So far lack of research has been carried out in Sri Lanka to investigate the characteristics of work, family and personal domains and its influence on work life balance of entrepreneurs.

Researcher hypothesized and found that work domain, family domain, personal domain was positively related to work life balance. Moreover, this study found that work domain, family domain and personal domain has high level of work life balance. Further, the findings of this study offer guidance to be led the entrepreneurs.

Key words: *work domain, Family domain, Personal domain, Work life balance.*

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