

**AN ENTREPRENEURIAL CAREER IMPACTS ON JOB AND FAMILY
SATISFACTION BY COMPARING NON-ENTREPRENEURS IN BADULLA
DISTRICT**



By:

NAMAL ARACHCHIGE UDARI ANUSHIKA SURaweera

REG NO: EU/IS/2014/MS/71

INDEX NO: MS 1721



FCM2305



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 requirements of Bachelor of Business Administration (BBA).

**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

2019

ABSTRACT

In present, Entrepreneurship plays a vital role in the Sri Lankan context. Job satisfaction represents one of the most complex areas facing today's employee or employer. Job satisfaction is serving as a strong predictor for such behaviors in achieving good working conditions and environment by creating attract and retain skilled employees or employer and that is link to business performance. The aim of this study is to find out "An entrepreneurship as a career option influence job and family satisfaction by comparing entrepreneurs and non-entrepreneurs in Badulla district". Because there were knowledge gap regarding entrepreneurial career impacts on job and family satisfaction by comparing non-entrepreneurs in Sri Lankan context. The variables taken into consideration are job satisfaction, family satisfaction, and inter-role conflict in advance. Conceptual model is developed based on the existing literature. In this study effects of job and family satisfaction on entrepreneurs and non-entrepreneurs are examined using survey methods; Primary data were collected from a sample of 193 entrepreneurs and 193 non-entrepreneurs in the Badulla district. All the respondents are mainly falls into fifteen divisional secretariat areas. The collected data has been analyzed the objectives by using descriptive statistics, the Univariate such as mean and SD and MANOVA. The results indicate that there is a difference in level of satisfaction based on the career choices of entrepreneur and non-entrepreneur. Entrepreneurs have higher rate of job satisfaction than non-entrepreneurs. And there is a higher rate family satisfaction for entrepreneur than non-entrepreneur. Further there is a significant impact on job and family satisfaction. The findings of the current study supportive for the previous literature study, that entrepreneur have more job and family satisfaction than non-entrepreneurs. The results indicate that entrepreneur and non-entrepreneur should consider the way of achieving a better balance between work and family. Further this study is help to people to decide whether they can consider entrepreneurship as good a career choice which may be lead improve to quality of life. So the study was contributed to the filling the gaps in regarding topic in Sri Lankan context.

Keywords: Entrepreneurship, Non-entrepreneur, Job satisfaction, Family satisfaction, Inter-role conflict, MANOVA

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