

**ENTREPRENEURIAL QUALITIES OF WOMEN OWNED
SMALL SCALE VENTURES IN WARAKAPOLA.**



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ABSTRACT.

Although women constitute to more than half of the population in Sri Lanka, their active participation in the economy is relatively low. Encouraging them for entrepreneurship would not only lead to economic prosperity but would also improve their standard of living. With the growing importance of women entrepreneurs, there is practical value in being able to identify level of entrepreneurial qualities. However, most of the available studies on entrepreneurs in Sri Lanka are on males with limited coverage on females. Therefore this paper aims to identify level of entrepreneurial qualities of women owned small scale ventures in Warakapola. Findings are drawn from interviews of hundred women entrepreneurs from different small scale ventures in Warakapola. The findings are captured through qualitative research method according to the conceptual framework developed. The key findings support the level of qualities identified in the framework: From the selected qualities shows the high level of resourcefulness, creativity and innovation, multi skills, and self confident, but risk taking ability was moderate level of women entrepreneurs.

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