



**THE DETERMINANTS OF THE ENTREPRENEURIAL
DEVELOPMENT IN AMBAGAMUWA DIVISIONAL
SECRETARIAT DIVISION**

**KULAWARDHANA RALAHAMILAGE KANCHANA GAYATHRI
JAYATHILAKA**

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ABSTRACT

Entrepreneurs and entrepreneurship are significantly correlated with the economic development of a country. Entrepreneurs can not easily succeed in doing successful business venture without facing risk that arises from internal and external conditions. So, the present study has been undertaken in order to identify the factors that influence to the entrepreneurial development of the enterprises in Ambagamuwa Divisional Secretariat Division.

The study was carried out with seven dimensions as gender, level of age, level of education level of experience, financial factors, marketing factors and technological factors to measure the influence of the determinants of the entrepreneurial development towards the enterprises. Data were collected using questionnaire within the 100 sample.

According to the findings of the study, it concluded that the considered determinants of the entrepreneurial development are good predictors of the entrepreneurial development. The financial factors and technological factors are major among them. There is no significant difference in the entrepreneurial development by gender of the entrepreneurs. There are significant influences of the determinants of the entrepreneurial development towards the enterprises.

Keywords: Entrepreneurial Development, Personal Factors, Financial Factors, Marketing Factors, Technological Factors

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