

“THE STUDY OF SOCIO-ECONOMIC FACTORS
INFLUENCING THE SUCCESSFUL PERFORMANCE OF
SMALL BUSINESS VENTURES IN THE MANMUNAI SOUTH
ERUVIL PATTU DIVISIONAL SECRETARIAT DIVISION
SPECIAL REFERENCE TO WOMEN ENTREPRENNURS”

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2009.

ABSTRACT

This research study is on “The study of socio- economic factors influencing the successful performance of small business ventures in the Manmunai South Eruvil Pattu Divisional Secretariat Division- special reference to women entrepreneurs”. In this research area women are engaged in various small businesses. Women entrepreneurs face various problems to develop their businesses.

The main aim of the study is to identify the social economic problems in the businesses run by the women entrepreneurs and to find the shortcomings that they face in their entrepreneurship. This evaluation will also be helpful to the other entrepreneurs (male/ female) who have much to learn from the women and thereby to find their own competencies in the field of business enterprises. Ten variables are included in the study to identify of socio economic factor influence of the successful performance of small business ventures such as education, experience, transportation, communication, training, capital, income, saving, loan and debt. Primary and secondary data are used in this study. Primary data are collected from questionnaires and interviews from the entrepreneurs in the Manmunai South Eruvil Pattu Divisional Secretariat Division.

100 respondents are selected as a sample and questionnaire issued to them to collected data. In this research, one of the ordinal measures called five point likert scales are used to strain the answer from the respondents. Data analysis is based on the univariate analysis. The sample will be analyzed by using percentage, mean value and standard deviation.

According to the results of data analysis, it was observed that there is less development in women entrepreneurship. In order to develop women entrepreneurship recommendations Such as the management related workshop and seminars, team building, innovation training and free loan as they have no assets are suggested. If these recommendations are considered, the social economic factors and entrepreneurial competencies would develop among women entrepreneurs and the research

Researcher

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