

**“ENTREPRENEURIAL COMPETENCIES OF
WOMEN ENTREPRENEURS PURSUING SUSTAINABLE
BUSINESS GROWTH IN MANNAR DS DIVISION”**

BY

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ABSTRACT

This is a conceptual research to study the effects of entrepreneurial competencies on sustainable growth of businesses in the context of Mannar DS Division. This research argues that the influence of entrepreneurial competencies on success of women entrepreneur. Entrepreneurial competencies have an impact on sustainable business growth. The purpose of this paper is to report empirical research into the entrepreneurial competencies reported by female entrepreneurs who are committed to the growth of their business. The primary objective of this study was to investigate which entrepreneurial competencies have a bigger influence on the sustainable growth of women entrepreneurs, and the extent to which they do so. The argument of this study is that businesses in the women enterprises all over the world are more prone to failure due to the specific qualities possessed by the businesses, their owners and managers. It is necessary to establish an understanding of key entrepreneurial competencies that can help in the understanding and promotion of sustainable growth of women enterprises. Another objective was to find out the determinants of women entrepreneurs survival and determine the relationship between entrepreneurial competencies. Four main clusters of competencies were identified, conceptual, business and management, achievement, and human relations competencies. Whilst previous research on the competencies of entrepreneurs has identified the two clusters of business and management, and entrepreneurial competencies, the competencies in the other two clusters have received less attention and have not been identified as clusters. Arguably, competencies in these clusters are valued more highly by female entrepreneurs than by their male counterparts.

Based on the finding and discussion were assuming that entrepreneurial competencies have a bigger influence on the sustainable business growth of women entrepreneur. Ultimately, this study will contribute the existing body of knowledge in entrepreneurial competencies, and sustainable growth of women entrepreneurs businesses in the Mannar DS Division.

Keywords: Entrepreneurial competencies, Women entrepreneurs, Sustainable business growth, Women

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