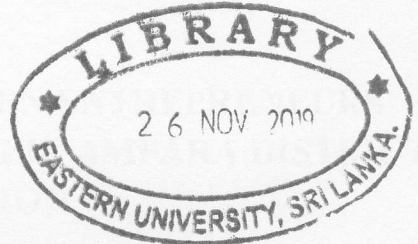


**“THE FACTORS INFLUENCING ON WOMEN ENTREPRENEURS
SUCCESS AND THEIR STANDARD OF LIVING IN AMPARA
DISTRICT, PADIAYTHALAWA DIVISION.”**

By:



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Abstract

The aim of this study is to identify the Factor influence on women entrepreneurs' success and their standard living in Ampara district. While many past research studies focused on factor are mostly effect the enterprenuers. Based on the comprehensive literature review, more influence tactics were identifies which could affect women entrepreneurs. They are family background, human capital, women characteristic and motivation.

The study mainly analyzes the objective of whether the factor influence on women entrepreneurs success. The study is mainly considers the primary data. The primary data were collected through structure questionnaire from 180 respondents from selected women entrepreneurs in Padiyathalawa area in Ampara District and used univariate and bivariate analysis techniques in order to analyze data and find the results of study objectives.

The study findings show Factor influence impact Women entrepreneur success findings shows the all the variable are affect research site generalizability is questionable. And the researcher have used only one method of collecting needed data for the research through questionnaire so there are unique weaknesses associated with it. Finally since the meanings of factors influence women entrepreneurs are somewhat culture-specific, generalizability of findings to other cultures is uncertain.

In their interactions with Family background, Human Capital, Motivation and Women Characteristics should be aware that their influence entrepreneur success.

Keywords- Women entrepreneur, Influence, Family Background, Human capital, Women Characteristics, Motivation. Profit, Entrepreneurship, Effect, Standard of living, Factors.

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