



**AN EMPIRICAL STUDY OF IDENTIFYING THE FACTORS
AFFECTING ON FEMALE ENTREPRENEURIAL
SUSTAINABILITY IN WESTERN PROVINCE, SRI LANKA.**

by

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PERMANENT REFERENCE

CHAPTER ONE: INTRODUCTION **ABSTRACT**

1.1 Background of the Study

Women entrepreneurs significantly impact economic development of any country. However, certain factors promote the sustainability of female entrepreneurs, while certain factors hinder sustainability. Remarkably little study has been done to identify the factors that affect female entrepreneurial sustainability in Sri Lanka. The main objective of this research is to investigate the factors that influence female entrepreneurial sustainability in the Western Province of Sri Lanka. Despite efforts to promote gender equality and women's empowerment, women's participation in entrepreneurship still faces significant challenges, particularly in developing countries. It is essential to understand the elements that have an impact on the sustainability of women-owned firms to make policies and programs to promote women entrepreneurs and increase their contribution to economic growth. Hypotheses are developed to find out whether there is a significant effect of Demographic Factors, Psychological Factors, Socio-Cultural Factors and Economic Factors on Female Entrepreneurial Sustainability in Sri Lanka. The study uses quantitative research approaches. A sample of 64 female entrepreneurs operating in various industries within the Western Province has been selected using a simple random sampling technique and an online structured questionnaire was distributed among them. Descriptive statistics, correlation analysis, and regression analysis are used to analyze quantitative data using SPSS (Ver 25) to determine the relationships between various factors and entrepreneurial sustainability. The findings of this study will contribute to the existing literature on female entrepreneurship and provide empirical evidence to guide policymakers, development agencies, and other stakeholders in designing targeted interventions to promote sustainable entrepreneurship among women in Sri Lanka. This research aims to establish an enabling environment that empowers women, decreases gender inequities, and promotes economic growth and development by addressing the specific challenges faced by female entrepreneurs and improving their sustainability.

Keywords – *Psychological Factors, Demographic Factors, Socio-Cultural Factors, Economic Factors, Female Entrepreneurial Sustainability*