

KEY ENTREPRENEURIAL SKILLS AND BUSINESS SUCCESS OF WOMEN ENTREPRENEURS IN MANMUNAI PATTU DIVISIONAL SECRETARIAT

Vajra, M., Pretheeba, P

Eastern University, Sri Lanka

Entrepreneurship plays a vital role in the country's growth and has acted as a means for nourishing the emerging economies by way of minimizing the level of unemployment and establishing a new source of employment. In the present era, women entrepreneurship is promoted and recognized as a significant source for economic growth and women empowerment. However, it is notable that women's participation in entrepreneurial activities is lower than men's entrepreneurial efforts. This dilemma urges investigate the issue of women entrepreneurs in Manmunai-pattu Divisional Secretariat by looking at the entrepreneurial skills that contribute to the success of women-owned businesses in order to assist policymakers in their future attempts to devise programs to support them in the start-up phase. Three entrepreneurial dimensions of skills, namely, innovation and creativity, risk-taking, and opportunity alertness have been identified from previous literature. The questionnaire survey method was employed to collect data from 182 women entrepreneurs consist of existing and failed business owners with a valid response of 159 which yield 87.3%. Descriptive analysis was performed to identify the key entrepreneurial skills for the business success of women entrepreneurs. The results indicated that women entrepreneurs should possess all entrepreneurial skills which show high score among the successful women entrepreneurs where low among failed women entrepreneurs in a business environment of Manmunai-pattu Divisional Secretariate of Batticaloa, whereas among them risk-taking propensity plays an important role. This study makes a contribution in providing insights into the nature of entrepreneurial skill possessed by the women entrepreneurs of Manmunai-pattu Divisional Secretariate of Batticaloa. The results indicate that the development of entrepreneurial skills can be improved by providing training and proper awareness among women entrepreneurs in which they could able to develop the needed skills to interact with real business people in live projects.

Keywords: *Women entrepreneur; Problems; Entrepreneurial skill*
