

**THE EFFECT OF ENTREPRENEURSHIP EDUCATION ON THE
PERFORMANCE OF WOMEN OWNED SMALL ENTERPRISES
IN AMPARA DISTRICT**



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ABSTRACT

Sri Lanka is a one of the developing country. It is trying several ways to achieve development. Small and micro enterprises are contributing to economic development of the country. To increase SMEs participation in economic development should organize some educational and development programs by the Government or any private institutions. In Srilanka have lack of educational and development programs for entrepreneurs to increase their participation in the Country. The women's participation in SMEs is less than men's participation in overall Srilanka. And also lack of studies was conducted in Sri Lanka regarding impact of entrepreneurship education on the performance of women owned SMEs, therefore this study sought to establish the impact of entrepreneurship education on the performance of women owned small and micro enterprises in Ampara District.

Based on the existing literature, conceptual model is created with the dependent variable of performance of women owned SMEs and independent variable of entrepreneurship education. The entrepreneurship education including three dimensions, such as financial literacy, technological knowledge and marketing knowledge. The study is mainly considering primary data collections which are collected through closed structured questionnaire from 301 women entrepreneurs in 20 DS divisions in Ampara District. To analyze data and identify the outcomes of research objectives, univariate, bivariate and multivariate analytical methods were used.

The finding of this research is entrepreneurship education's dimensions are significantly and positively impact on SMEs performance. It is mean entrepreneurship educations increase the profitability, sales turnover and employees in small and micro enterprises in Ampara District.

Key words: Entrepreneurship Education, Financial Literacy, Technological Knowledge, Marketing Knowledge, SMEs Performance

TABLE CONTENTS

ACKNOWLEDGEMENT	i
ABSTRACT	ii
TABLE CONTENTS	iii
LIST OF TABLE	vii
LIST OF FIGURES	ix
LIST OF ABBREVIATION	x
CHAPTER ONE	1
Introduction	1
1.1 Background of the study	1
1.1.1 Entrepreneurship Education	3
1.1.2 SMEs Performance	6
1.1.3 Women Owned Small and Micro Enterprises in Ampara District	7
1.2 Problem Statement	9
1.3 Research Questions	11
1.4 Objectives of the study	11
1.5 Significance of the Study	11
1.6 Scope of the Study	12
1.7 Chapter Summary	12
CHAPTER TWO	13
Literature Review	13
2.1 Introduction	13
2.2 Concepts of SMEs performance and entrepreneurship education	13
2.2.1 SMEs performance	13
2.2.2 Entrepreneurship education	15
2.2.2.1 Financial Literacy	16
2.2.2.2 Technological Knowledge	18
2.2.2.3 Marketing Knowledge	19
2.3 Theoretical Review	20
2.3.1 The Business Theory	20
2.3.2 Human Capital Theory	20
2.4 Empirical Review	21
2.4.1 Financial Literacy and SME Performance	21
2.4.2 Technological Knowledge and SME Performance	22

2.4.3 Marketing Knowledge and SME Performance.....	23
2.5 Entrepreneurship Education and Organizational Performance	24
2.6 Chapter Summary.....	27
CHAPTER THREE	28
Conceptualization and Operationalization.....	28
3.1 Introduction.....	28
3.2 Conceptualization.....	28
3.3 Conceptual Frame Work	28
3.4 Definitions of Key Terms.....	29
3.4.1 Entrepreneurship education	29
3.4.1.1 Financial literacy.....	29
3.4.1.2 Technological knowledge	29
3.4.1.3 Marketing Knowledge	30
3.4.2 SMEs performance	31
3.5 Operationalization	31
3.6 Chapter Summary.....	32
CHAPTER FOUR.....	33
Research Methodology	33
4.1 Introduction	33
4.2 Research Philosophy	33
4.3 Research Approach	34
4.4 Research Strategy	34
4.5 Time Horizons.....	34
4.6 Study design.....	35
4.7 Population and Sample Size.....	35
4.8 Data Collection Methods.....	37
4.9 Method of Data Presentation, Analysis and Evaluation.....	37
4.9.1 Reliability and Validity Analysis	38
4.9.2 Univariate Analysis	38
4.9.3 Bivariate Analysis.....	39
4.9.3.1 Correlate Analysis.....	40
4.9.3.2 Testing Hypothesis through Correlation Analysis	40
4.9.3.3 Simple Liner Regressions	41
4.9.4 Multivariate Analysis	42
4.10 Ethical considerations	42

4.11 Chapter Summary.....	43
CHAPTER FIVE	44
Data Presentation and Analysis	44
5.1 Introduction	44
5.2 Data Presentation and Analysis of Respondents Profile	44
5.2.1 Classification of the Respondent's kind of business	44
5.2.2 Classification of the Age Distribution of the Respondents	45
5.2.3 Classification of Marital Status of the Respondents.....	46
5.2.4 Classification of Education Level of the Respondents.....	47
5.2.5 Classification of Respondents Run the Business on a Full Time or Part Time Basis	48
5.3 Reliability Analysis.....	49
5.4 Data Presentation and Analysis of Research Objectives.....	50
5.4.1 Mean and Standard Deviation of Entrepreneurship Education and Its Dimensions.	50
5.4.1.1 Financial Literacy	51
5.4.1.2 Technological Knowledge	52
5.4.1.3 Marketing Knowledge	53
5.4.2 Mean and Standard Deviation of SMEs Performance and Its Dimensions.	55
5.4.3 Relationship between Financial Literacy and SMEs Performance	56
5.4.3.1 Correlation between Financial Literacy and SMEs Performance.....	56
5.4.4 Relationship between Technological Knowledge and SMEs Performance	56
5.4.4.1 Correlation between Technological Knowledge and SMEs Performance	56
5.4.5 Relationship between Marketing Knowledge and SMEs Performance.....	57
5.4.5.1 Correlation between Marketing Knowledge and SMEs Performance ..	58
5.4.6 Simple Linear Regression Analysis.....	58
5.4.6.1 Simple Linear Regression Analysis for Financial Literacy	58
5.4.6.2 Simple Linear Regression Analysis for Technological Knowledge	59
5.4.6.3 Simple Linear Regression Analysis for Marketing Knowledge	60
5.5 Impact of Entrepreneurship Education and Performance of Women Owned Small and Micro Enterprises in Ampara District.	61
5.5.1 Multiple Linear Regression Analysis for entrepreneurship education and SMEs performance	62
5.6 Chapter Summary.....	64
CHAPTER SIX.....	65

Discussion of Finding	65
6.1 Introduction	65
6.2 Discussion of respondent profile	65
6.3 Discussion of Research Information	66
6.3.1 Discussion - Objective One	66
6.3.1.1 Financial Literacy	66
6.3.1.2 Technological Knowledge	67
6.3.1.3 Marketing Knowledge	67
6.3.2 Discussion – Objective Two	67
6.3.3 Discussion – Objective Three	68
6.3.4 Discussion – Objective Four	69
6.3.5 Discussion – Objective Five	69
6.3.6 Discussion – Objective Six	70
6.3.6.1 Simple Linear Regression Analysis	70
6.3.6.2 Multiple Linear Regression Analysis	71
6.4 Chapter Summary	73
CHAPTER SEVEN	74
Conclusions and Recommendation	74
7.1 Introduction	74
7.2 Conclusions of the Research Objectives	74
7.3 Recommendations	76
7.4 Implication for the Future Research	76
7.5 Limitations of the Study	77
LIST OF REFERENCES	78
APPENDIX	99