

**ENTREPRENEURIAL ROLE-MODEL EXPOSURE, SELF-EFFICACY,
AND WOMEN'S ENTREPRENEURIAL INTENTIONS IN RATNAPURA
DISTRICT**



BY

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ABSTRACT

This research investigates the Identifying factors Affecting Women's Entrepreneurial Intentions. Special References to women entrepreneurs in Rathnapura District. In this research, there are two independent variables such as f entrepreneurial role models, Intensity of role-model interaction and the dependent variable is entrepreneurial intentions.

The study accompanies with Quantitative research approach. Primary data as well as secondary data had been practiced by this study. Structured questionnaire was used as the method of data collection and questionnaire consist two parts as personal information of the respondent and research information. Questionnaire included 34 questions with five-point Likert scale ranging from strongly disagree to strongly agree. Pilot study was conducted to test the reliability of the questionnaire. Population of the study is 389 women entrepreneurial in Rathnapura district. Collected data were analyzed using SPSS 25.0 analysis. The data were measured using correlation and simple regression analysis.

The findings indicate that there is a positive impact between entrepreneurial role model, intensity of role model interaction and entrepreneurial intention. Furthermore, there are partial mediating effect of entrepreneurial self-efficacy among entrepreneurial role model, intensity of role model interaction and entrepreneurial intention. And also, there are moderating effect of same sex role model among relationship between entrepreneurial role model, intensity of role model interaction and entrepreneurial intention.

Keywords: Entrepreneurial role model, Intensity of role model interaction, Entrepreneurial self-efficacy, Same sex role model, Entrepreneurial intention

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