

**FACTORS AFFECTING SOCIAL ENTREPRENEURSHIP
DEVELOPMENT AMONG RURAL WOMEN IN MANNAR**



By

A.A.V.QUEEN

REGISTRATION NO – EU/IS/2017/MS/059

INDEX NO - MS2019



Project Report
Library - EUSL

A research report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as partial fulfillment of the requirement for the Degree of Bachelor of Business Administration (BBA)

Department of Management

Faculty of Commerce and Management

Eastern University, Sri Lanka

2023

ABSTRACT

The social entrepreneurship is one of the earning part of revenue in Sri Lanka's economy growth. The social entrepreneurship reduced poverty of rural women also fulfill the basic needs and provide employment to increase Sri Lankan economic. The goal of this study was to look at the factors affecting social entrepreneurship development among rural women in Mannar. This study used publications, historical records, media stories, the state of social enterprises in Sri Lanka, official data, and internet resources. Secondary research was used, and secondary data was gathered through a literature review. A research based on this study, negative antecedents affect the development of rural women social entrepreneurship. Positive antecedents provide support to the development of rural women social entrepreneurship. And also identified characteristic of rural women social entrepreneurs, it is help to sustainability of the social entrepreneurship among rural women in Mannar. Finally recommend suitable suggestions to overcome the barriers of social entrepreneurship development among rural women in Mannar. To find out the barriers to the development of rural women's social entrepreneurship. The survey was carried out among 15 rural women social entrepreneurship in Mannar, who were interviewed using a semi-structured interview method. It is an inductive study where the qualitative approach was undertaken, to select five (05) rural areas in Mannar. These five areas are dependent on the handicraft industry. Collected data were analyzed using NVivo 10 through thematic analysis. According to the findings, Social entrepreneurship is emerging as an innovative approach for dealing with complex social and environmental needs, and is an important lever for the development of a sustainable society. Social entrepreneurial ability & talent are need to be motivated properly. To reduce poverty among rural women need to provide motivation to rural women's social entrepreneurship in Mannar. Finally, the researcher recommended some strategies and mechanisms for the policymakers to overcome the barriers of rural women social entrepreneurship.

Keywords: Social entrepreneurship, Rural women social entrepreneurs, Social value and Sustainability.

TABLE OF CONTENTS

ACKNOWLEDGMENT	I
ABSTRACT	II
TABLE OF CONTENTS	III
LIST OF TABLES	VIII
LIST OF FIGURES	IX
LIST OF ABBREVIATIONS	X
Chapter – 1	1
INTRODUCTION	1
1.1 Background of the Study	1
1.2 Research Problems / Research Gap	3
1.3 Research Questions.....	5
1.4 Research Objectives	5
1.5 Significance of the Study	5
1.6 Scope of the Study	6
1.7 The Organization of Chapter.....	6
1.8 Chapter Summary	7
Chapter – 2	8
LITERATURE REVIEW	8
2.1 Introduction	8
2.2 What is Social Entrepreneurship?.....	9
2.3 Types of Social Entrepreneurship.....	9
2.4 Social Entrepreneurship Opportunity Recognition	10
2.4.1 Rational/ Economic process	11
2.4.2 Effectuation process	11
2.5 Sustainability of Social Entrepreneurship	11

2.6 Motivations and Characteristics of Social Entrepreneurship	11
2.7 Issues in Social Entrepreneurship.....	13
2.7.1 Support for Social Entrepreneurs	13
2.7.2 Training and Capacity Building for Social Entrepreneurship	14
2.7.3 Implementation Issues	15
2.7.4 Gaps in the Research Literature/Opportunities for Future Inquiry	15
2.8 Chapter Summary	16
Chapter 3	18
CONCEPTS AND DEFINITION	18
3.1. Introduction	18
3.2. Definitions of Keywords.....	18
3.2.1. Social Entrepreneurial Intentions	18
3.2.2. Factors influencing social entrepreneurship	19
3.2.3. Women as social entrepreneurs	19
3.3. Chapter Summary	20
Chapter 4	21
RESEARCH METHODOLOGY	21
4.1 Introduction	21
4.2. Research Philosophy	22
4.3 Research Approach.....	22
4.4. Research Strategy	23
4.5 Methodological Choice	23
4.6 Time Horizons.....	24
4.7 Research Site/ Area Selection	24
4.8 Population of the Study.....	24
4.9 Sampling Technique.....	24
4.10 Sampling Framework and Sample Size	25

4.11 Sample Size	25
4.12 Method of Data Collection and Source	26
4.13 Data Collection Method.....	27
4.14 The Interview Guideline	28
4.14.1 Interview Guideline for social entrepreneurship among rural women	28
4.15 Unit of Data Analysis	30
4.16 Method of Data Analysis	30
4.16.1 Thematic Analysis	30
4.16.2 NVivo 10	32
4.17 Data Presentation	33
4.18 Ethical Consideration	33
4.19 Chapter Summary	34
Chapter-5	35
DATA PRESENTATION AND ANALYSIS	35
5.1 Introduction	35
5.2 Description of Respondents.....	35
5.3 Thematic Analysis	39
5.3.1 Objective 01:.....	39
5.3.1.1 Positive Antecedents	40
5.3.1.1.1 Family	41
5.3.1.1.2 Self – Experience	42
5.3.1.1.3 Institutional Support	43
5.3.1.1.4 Marketing Opportunities.....	44
5.3.1.2 Negative antecedents / Barriers for Social Entrepreneurship.....	46
5.3.1.2.1 Lack of Finance	46
5.3.1.2.2 Climate Change	48
5.3.1.2.3 Economic Crisis.....	49

5.3.1.2.4	Transportation.....	51
5.3.1.2.5	Health Issues.....	52
5.3.1.2.6	Social Issues.....	54
5.3.1.2.7	Lack of Education.....	55
5.3.2	Objective 02:.....	57
5.3.2.1	Leadership Quality	58
5.3.2.2	Planning & Innovations.....	59
5.3.2.3	Self – Confidence	60
5.3.2.4	Enthusiasms & Willingness	61
5.3.2.5	Risk Management.....	63
5.3.2.6	Ethics & Virtue.....	64
5.3.3	Objective 03:.....	65
5.3.3.1	Encouragement.....	66
5.3.3.2	Conduct Training Programme.....	67
5.3.3.3	Rehabilitation & Refurbish	68
5.4	Chapter Summary	70
Chapter – 6	71
DISCUSSION	71
6.1	Chapter Introduction.....	71
6.2	Discussion of Respondents.....	71
6.3	Discussion of Research Information	71
6.3.1	Discussion for Objective One.....	71
6.3.2	Discussion for Objective Two	76
6.3.5	Discussion for Objective Three	79
6.4	Chapter Summary	79
Chapter-7	80
CONCLUSIONS AND RECOMMENDATION	80

7.1 Chapter Introduction.....	80
7.2 Conclusion of the Study.....	80
7.3 Recommendations.....	81
7.3.1 Encouragement	82
7.3.2 Conduct Training Programme	82
7.3. 3 Rehabilitation & Refurbish.....	82
7.4 Implication	83
7.4.1 Managerial Implication.....	83
7.4.2 Knowledge Implications.....	83
7.5 Strengths and Limitations of the study	84
7.5.1 Strengths	84
7.5.2 Limitations.....	85
7.6 Directions for future researches.....	86
LIST OF REFERENCES	87
APPENDIX.....	94