

A STUDY ON FACTORS INFLUENCING FAILURE OF WOMEN'S ENTREPRENEURSHIP IN THE BATTICALOA DISTRICT

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High failure of the entrepreneurs is a fact in the world. It is apparent that the failure is also evident in Sri Lanka. Annual closure rate of small and medium industries in Sri Lanka was 17% in 2003/2004 according to Census and Statistics. District records show that women entrepreneurs in Batticaloa are significantly failed. And it also shows that the involvement of women in the small and medium industries is low.

This research attempts to study the leading factors influencing for the failure of women entrepreneurs in Batticaloa District. Case study method is applied to this study by using structured questionnaires, interviews and observations. The findings of this study show low commitment, improper management, less communication skills, lack of leadership and lack in risk taking among women entrepreneurs. In addition the patriarchal values that prevail in the society, the denial of opportunities to women, double standards regard to women in the family and in society are the other contributing factors to this situation.

Keywords: Women Entrepreneurs, Enterprises, Women's Development, Gender, Patriarchy

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