



**A STUDY TO EXPLORE SOCIAL
ENTREPRENEURS' ATTITUDES TOWARDS
IMPACT INVESTMENT**

This dissertation is submitted as a partial fulfillment of the degree of
Bachelor of Business Management in Entrepreneurship and Management
August 2019

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ABSTRACT

Throughout research literature, researchers have identified that there are funding problems to Social Entrepreneurs to do their Social Enterprises. One of the main reason to occur this funding problem is attitudes of Social Entrepreneurs and mismatch of the requirement between Social Entrepreneurs and Impact Investors. The aim of this study was to identify the Social Entrepreneurs attitude towards Impact Investment with Special reference to Western and Central Provinces in Sri Lanka. In order to achieve the objective of the research, the study was conducted in qualitative research design by using Sri Lankan Social Entrepreneurs population. Fifteen Social Entrepreneurs from Western and Central Province were selected as sample for the research by using the Snowball Sampling technique. The research data were collected through semi-structured interviews and Thematic analysis technique was utilized as the method of analysis of the research. This qualitative study came up with seven themes and fourteen child themes as attitudes of Social Entrepreneurs; towards Impact Investment. Those attitudes were Reluctant to lose control, Distrust, Past Experience, Person's Social Network attitude, Financial Literacy, Risk Management, Being Proactive. Under those main attitude the researcher found To be Independent, Reluctant to adaptation, Less number of intermediaries, Less information, Credibility about the Impact Investment, Influence Impact Investment in Taking decision, Belief in Impact Investment, Networking with others, Financial Wellbeing of business , Measuring Social Impact, Role as a Risk Taker, Impact Investment as a risky decision, Readiness for investment, Willingness to reschedule as sub-themes which influence towards Impact Investment. The result of this research is a significant source for the government policymakers to identify the perception of Social Entrepreneurs' about the supporting system and to recognize the attitudes of Social Entrepreneurs which are an influence on Impact Investment. Results of this study provide qualitative data to enhance literature related to Social Entrepreneurs' attitude towards Impact Investment.

Keywords: Social Entrepreneurship, Impact Investment, Funding, Attitudes