



**The Impact of Non-work Roles on the Success of
Women Own SMEs
(With Special Reference to Western Province)**

This dissertation is submitted as a partial fulfillment of the degree of
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ABSTRACT

Entrepreneur success research suffers from a lack of consistency in defining the scope of non-work (life outside work). Considering the evolving life preferences of modern women entrepreneurs, entrepreneur success researchers should have a broader view of life which expands beyond work-family, and include other non-work domains of life. This study is an attempt to establish that for today's women entrepreneurs. For this study, several non-work domains were identified from previous literature. Research is mostly based on primary data and data were collected through 160 women entrepreneurs selected by using stratified sampling method and convenience sampling method by distributing self-administrated questionnaires. To validate research objectives, 10 women entrepreneurs out of 160 were selected who have achieved success in their business. Data were analyzed using descriptive analysis, structural equation modeling and thematic analysis. Results indicated that there is a significant positive relationship between non-work roles (marital role, parental role, community involvement, leisure activities and religious involvement) and success of women own SMEs. Findings revealed that women entrepreneurs in western province were satisfied with the existing level of non-work roles participation. This study provides an insight to the future research and policy makers and academics to a novel direction of the curriculum.

Key words: *SMEs success, non-work roles, women entrepreneurs*