

A study on Social Entrepreneurs' Attitudes and Impact Investment with special reference to Western and Central Provinces in Sri Lanka

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Researchers have identified that there are funding problems for social entrepreneurs to do their social enterprises. One of the main reasons to occur this funding problem is the attitude of social entrepreneurs and mismatch of the requirement between social entrepreneurs and impact investors. This study aimed to identify the social entrepreneurs' attitude towards impact investment with special reference to Western and Central provinces in Sri Lanka. To achieve the objective of the research, the study was conducted as a qualitative research using Sri Lankan social entrepreneurs. Fifteen social entrepreneurs from Western and Central provinces were selected as the sample of the research using the Snowball sampling technique. Data were collected through semi-structured interviews and the thematic analysis technique was utilized as the method of analysis of the research data. The study found that there were seven themes and fourteen child themes as attitudes of social entrepreneurs towards impact investment. Those attitudes were reluctant to lose control, distrust, past expense, person's social network attitude, financial literacy, risk management, and being proactive. The result of this research is a significant source for government policymakers to recognize attitudes of social entrepreneurs towards Impact Investment and to identify the perception of social entrepreneurs about the supporting system. The research recommended developing an appropriate environment platform to improve attitudes of social entrepreneurs towards impact investment, to provide support and direction for the social entrepreneurs to connect with the impact investments.

Keywords: Social entrepreneurship, Impact investment, Funding, Attitudes