

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

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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. The research was based on primary data and the data were collected through 160 women entrepreneurs selected using a 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 the success of women's owned SMEs. Findings further revealed that the women entrepreneurs were satisfied with the existing level of non-work roles participation in Sri Lanka. Women entrepreneurs identified family support, personal factors, and quality employee base as supportive factors for engaging and balancing their non-work roles. Hence women entrepreneurs also should focus on non-work roles as same as work roles in attaining success. This study provides an insight into future researches, policymakers, and academics to a novel direction of the curriculum.

Keywords: SMEs success, Non-work roles, Women entrepreneurs