



The Impact of Social Ties on Business Performance of Women Entrepreneurs of Micro, Small, and Medium Enterprises in the Gampaha District, Sri Lanka

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Abstract

The study investigates the impact of social ties on the business performance of women entrepreneurs in the Gampaha district in Sri Lanka. Though social ties have been identified as one of the key factors required for the business performance of Small and Medium Enterprises, empirical studies investigating the impact of social ties on the business performance of women entrepreneurs have produced inconsistent results and conclusions. Further, fewer studies evaluate the social ties to business performance in the local context. Hence, there is a need for further research in the area. The study aims to identify the impact of social factors on the business performance of women entrepreneurs in the Gampaha district in Sri Lanka. The study population comprised all women entrepreneurs in the Gampaha district of Sri Lanka. Data was collected from 292 women entrepreneurs for the study using a structured questionnaire. The data was analyzed using both descriptive and inferential statistics. Hypotheses testing was done using correlation and regression analysis. The result shows a significant, positive impact of social norms, social networks, and social patterns on the business performance of women entrepreneurs. The findings of this study will help academia, entrepreneurs in the country, policymakers, and government regulators identify the importance of social ties in affecting the business performance of women entrepreneurs. It will also help identify the areas that need improvement to enhance future performance.

Keywords: Business performance, Entrepreneurship, Social ties, Women entrepreneur

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