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**Goal orientations and typology of women entrepreneurs: An empirical study in Gampaha district**

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**Abstract**

Although women make up over half of the population in Sri Lanka, their economic engagement remains significantly low. Promoting their entrepreneurial endeavors would not only improve their standard of living but also contribute to the growth of the economy. Understanding the goals, typologies, and determinants of typologies is crucial in practical situations, especially with the increasing importance of women entrepreneurs. However, most studies on entrepreneurship in Sri Lanka have primarily focused on men, neglecting the significance of women entrepreneurs. This study examines goal orientations, typologies and determinants of the typologies of women entrepreneurs in Sri Lanka. Goal orientations were reviewed by using push and pull factors. Typologies were recognized based on Goffee and Scase model. The multinomial logit model was used to identify the factors affecting on typologies. The sample was 150 registered women entrepreneurs in the Gampaha district. A simple random sampling method was adopted for the study. Primary data were collected using an interviewer-administered questionnaire, which was done through direct and telephone interviews. The survey results showed that insufficient family income is the main push factor for venturing into business. The primary motivating factor identified was the hobby or passion for the business. Additionally, the sample did not include any radical women entrepreneurs. A new typology was identified and named "Conventional – Innovative." The majority of women entrepreneurs were conventional followed by domestic. The least number of respondents belong to the new typology. Education is significant with the Innovative typology and Conventional – Innovative typology. The current business age was significant with the domestic and Innovative typology. Marital status, number of children and previous employment status was significant with none of the typologies. A similar study in other districts can determine whether radical women entrepreneurs exist in Sri Lanka. It is good to know the goals and typologies of women entrepreneurs while making policies related to their loan schemes and programs. These findings can be incredibly valuable in promoting women's entrepreneurship, particularly in economically disadvantaged countries like Sri Lanka, where research of this nature is scarce.

**Key words:** Goal orientations, Goffee and Scase model, Typology, Women entrepreneurs

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