

The Determinants of the Success of Women Entrepreneurs of a Developing Nation: A Systematic Journal Review

Rathnayake H. D.^{a*}, Koggalage R.^b, Herath D.^c

*^aIIC University of Technology, Cambodia
^{b,c}ESOFT Metro Campus, Sri Lanka*

A B S T R A C T

Women's economic engagement is essential for the development of a healthy nation. Women entrepreneurs, particularly in developing nations, play an important role in creating jobs, wealth, poverty reduction, human development, education, health, and nation-building. In the Sri Lankan setting, women face several hurdles when carrying out any economic activity or doing any entrepreneurial endeavour. Due to societal and cultural standards, women entrepreneurs face a number of socioeconomic and other challenges. There are numerous numbers of studies published on factors that influence women entrepreneurs' success where this research aim is in appraising, summarizing, comparing, and contrasting the existing studies in a single place and build a coherent theoretical framework that identifies the influential factors on the success of women entrepreneurs in Sri Lankan context. The methods applied to detect and appraise published reviews systematically. The process of identifying and appraising all published reviews of 21, is accompanied by an inductive approach. The systematic journal review outcome is presented based on the patterns identified through the different viewpoints provided by various researchers who have conducted research in different contexts. The common influential factors on the success of women entrepreneurs are identified as 1) Financial factors, 2) Government factors, 3) Socio-cultural factors, 4) Personal factors, and 5) Psychological factors. Further, the research confirmed factors which were poorly stressed by the previous researchers such as 1) Resource accessibility, 2) Gender-related factors, 3) Managerial skills and 4) Human capital are also needed to be further recognized.

Keywords: Challenges, Factors, Issues, Women entrepreneurs

* Corresponding author: dilinihir@gmail.com

1. Introduction

As the backbone of every country's economy, entrepreneurship is required to begin the process of economic development in both developed and developing countries. The entrepreneur is a catalyst for change. It also aids in the continuation of the economic development process. Every country strives for economic development in order to improve the standard of living of its citizens. The development includes economic, social, and political components, and it would be incomplete without the development of women, who make up almost half of the population. As a result, women's participation in economic activities is critical for the development of a healthy nation. Women entrepreneurs have a distinct proclivity for establishing and maintaining long-term relationships. They outperform their male counterparts in terms of communication, organization, and networking. Additionally, the risk of their enterprises collapsing is reduced by their prudent financial management. Women entrepreneurs aid in the development and stability of a nation's economy. Women who wish to start their own businesses might look up to successful female entrepreneurs as role models. As a result, more positions are opened up for women, aiding in the reduction of the gender gap. Daughters are more likely to follow in the footsteps of successful women in a sector.

Micro-Small-Medium Enterprises (MSME) account for 45 percent of Sri Lanka's GDP. Despite this, just 25% of entrepreneurs are female (Jayasinghe, 2022). Despite the fact that equal access to education has been attained in Sri Lanka, women's economic involvement remains far below its potential. In 2018, women's labour force participation was 40%, which was much lower than men's (73 %). In Sri Lanka, women control a small percentage of formal small and medium-sized firms (SMEs), and most women struggle to move away from informal microscale businesses. Despite the fact that SMEs account for roughly 45 percent of Sri Lanka's GDP and offer about half of the country's jobs, women account for only 25 percent of the country's entrepreneurs (EDB, 2018). In carrying out any commercial activity or executing any entrepreneurial effort, women encounter numerous challenges in the Sri Lankan context. In Sri Lanka, women entrepreneurs have always faced numerous obstacles, and with COVID-19, the situation has worsened and grown even more difficult. It is critical to develop a favourable business environment for women in order to increase their productivity and engagement. Creating equal chances in business, improved access to higher education facilities in business management, financial facilities, the growth of liberal and democratic culture, and acknowledgement by the business community are some of the main voices of women in business. Some of the primary reasons why women become entrepreneurs have been discovered through global research (Kulasooriya, 2021).

However, it is visible that women entrepreneurship is much needed in the Sri Lankan context, however, it is rarely recognized due to the barriers or circumstances that discourage women entrepreneurs from rising to the top. The purpose of conducting a systematic journal review is to ascertain the factors that influence the women entrepreneurs in the Sri Lankan context by appraising, summarizing, comparing, and contrasting the existing studies in a single place. This systematic journal review finding would support the Sri Lankan women entrepreneurs in focusing on crucial variables in order to overcome challenges, contribute to the progress of Sri Lanka's economy, and be a source of strength for their families. The study looked at 21 distinct approaches of research articles that were published between 2005 and 2021. The rationale for continuing study between the above-mentioned timelines was to conduct research on controversial subjects throughout a roughly two-decade period. The focus of the research was on scholarly articles, which made it more difficult to identify other sources in the finding's articles attributed to non-accessibility throughout the search. As a result, the

most widely searched terms in identifying papers for the systematic journal review were variables impacting women entrepreneurs, obstacles and challenges affecting women entrepreneurs, and the success of women entrepreneurs.

2. Literature review

2.1. Entrepreneurship

Entrepreneurship is a critical component of economic progress because it demonstrates its significance in a variety of ways: 1) by identifying, evaluating, and pursuing business opportunities; 2) by establishing new businesses and/or revitalizing existing ones by making them more dynamic; and 3) by propelling the economy forward through innovation, competence, and job creation, as well as by improving society's overall well-being (Cuervo, 2007). The entrepreneurial function can be defined as the identification of new economic opportunities and the subsequent production of new economic activity, frequently through the formation of a new company (Reynolds, 2005). The entrepreneurial opportunity is a previously untapped and undervalued economic resource. The entrepreneurial function entails the identification, evaluation, and exploitation of opportunities, such as new products, services, or manufacturing processes; new strategies and organizational structures; and new markets for previously unavailable products and inputs (Shane & Venkataraman, 2000). Many organizations' managers and businessmen have recently declared that if they adopted entrepreneurial behaviour when designing their strategies, they would have a lot brighter future than present impressions suggest (Lee & Peterson, 2000). Entrepreneurship has an impact on all organizations, regardless of their size or age, whether they are private or public, and regardless of their goals. Its economic relevance is mirrored in its increasing visibility as a topic of interest in the economic press and academic research. As a result, academics, business people, and governments all around the world are interested in it (Cuervo, 2007).

2.2. Women entrepreneurship

Women entrepreneurs are defined as any woman or group of women who invents, originates, or adopts a new economic activity. Women entrepreneurs are individuals who come up with the idea for a business, start it up, organize and integrate the factors of production, run it, take risks and deal with the economic uncertainty that comes with it. "A women's enterprise is one owned and controlled by a woman with a minimum financial stake of 51 percent of the capital and providing at least 51 percent of generated employment to women," according to the Indian government. The description provided by the Indian government reflects women's genuine desire to undertake business and their commitment to bringing more women into the business sphere (Kulasooriya, 2021).

2.3. Factors that affect the success of women entrepreneurship

When referring to the research conducted on the identification of motives for female entrepreneurs by Sarri & Trihopoulou (2005), the study revealed that the female entrepreneurs in Greece appear to be motivated primarily by two pull factors: 1) economic reasons and 2) self-fulfilment, which includes the demands for creativity, autonomy, and independence. Furthermore, Greece is considered a reasonably "open society" because there are no significant and decisive barriers to continuing a business or changing careers. The 3) policies and programs to support female entrepreneurship should start with a diagnosis of potential female small company owners' motivations, with the goal of increasing pull motives, which will serve as a foundation for more feasible and inventive entrepreneurial activity.

The study findings of Teoh & Chong (2007), depict 1) social psychological and 2) organizational approaches are widely used to investigate and analyze the relationship between women's individual characteristics, parental influence, business management and business strategies, goals and motives, networking, and entrepreneurial orientation, and their business performance in the Malaysian context. The Canadian researchers Robichaud et al., (2010), chose a similar topic in conducting their research and findings are presented as 1) increased income, 2) independence, 3) family/security factor, and 4) intrinsic motives factors that are considered as the motives for women entrepreneurs in the Canadian context. The survey also identified the following difficulties for female entrepreneurs: 1) a sluggish economy, followed by high business taxes and unavailability of skilled labour, and 2) government regulation/bureaucracy. The systematic journal review presented by Goby & Eroglu (2011) emphasized four unique realities that impact female entrepreneurship in the UAE: (1) legislative efforts to improve female entrepreneurial achievement, (2) socio-cultural realities constraining women in business ventures, (3) the impact of the UAE's strongly collectivist culture on business networking among women, and (4) UAE women's motivation for entrepreneurial endeavour given the abundance of more secure e-commerce options.

Based on the qualitative research conducted by Ranasinghe (2012), in the Sri Lanka context, the factors contributing to the success of women entrepreneurs have been identified as 1) Early childhood experience, 2) Psychological Characteristics, 3) Competencies, 4) Formal and informal learning, and 5) External support. Further, in the same year, the research conducted in Sri Lanka covering Ampara and Batticaloa districts, Ummah & Gunapalan (2012), recognised 1) Personality Factors (the level of competence of need for achievement, self-reliance, and independence), 2) Family Background (the level of availability of family support in operations, financial, and counsel), and 3) Institutional Support (The amount of financial, training, information, and guidance support that is available) effect on the success of women entrepreneurs. Valencian researchers; Huarng et al., (2012) conducted a similar study, and the results showed that 1) lack of education and 2) managerial skills of women company owners are two of the most crucial elements when it comes to understanding their motives and challenges that women entrepreneurs faced.

Barriers to women's entrepreneurship have been identified through the research conducted by Wijeratnam & Perera (2013) in Small and Medium Enterprises in Sri Lanka under mainly four categories 1) strategic instigation (intention for growth and expansion, perception of strategic factors, entrepreneur commitment), 2) Decision making sphere (management style through the structure and the effectiveness of the leadership), 3) Internal influences (networking and masculinity level), 4) external influences (getting finance) which further elaborates as the sub-categories of 1) a lack of government incentives, 2) a scarcity of labour, 3) the difficulty of providing collateral, 4) access to low-interest credit, 5) limited access to advanced technology, 6) sexual harassment, 7) involvement in conventional female-type businesses and 8) an androgynous leadership style. The research findings of Belcourt (2013), revealed that the following factors 1) role models, 2) socio-economic status, 3) ethnic membership and 4) education were associated with the entrepreneurship of women and the study has mentioned further, this can be valid not only for the women entrepreneurs but male entrepreneurs too which the study was conducted in Canadian context with related to sociological factors influence. The findings of Pathak et al., (2013), illustrated that 1) fear of failure and 2) self-efficacy were important determinants of women's entrepreneurial behaviour, 3) economic participation and 4) educational attainment at the country level were also identified as significant predictors. This study, conducted in the Ampara district of Sri

Lanka by Ummaha & Jamaldeen (2015), revealed that women entrepreneurs face a number of challenges, including 1) a lack of entrepreneurial qualities such as self-confidence, 2) risk-taking ability, 3) a need for achievement, a dual role to play at work and home, 4) a lack of awareness of facilities provided by business development services institutions, 5) competition with large-scale units and 6) problem solving and 7) lack of access to finance and lack of access to technology.

Moreover, the research conducted in Peru, based on the literature findings by Cabrera & Mauricio (2017), has found that the success of the women entrepreneurs depends on 1) internal (Human capital, education, and experience all have an impact on the stage of the entrepreneurial process where opportunities are identified), 2) Micro (access to resources has an impact on the stages of opportunity recognition, resource acquisition, and entrepreneurial performance.) and 3) Macro (Government policy decisions and cultural characteristics) environmental factors. According to EDB (2018), in Sri Lanka, women's entrepreneurship has traditionally faced four interconnected challenges and bottlenecks: 1) limited access to finance for women entrepreneurs, 2) low business capacity for women entrepreneurs, 3) insufficient policy and regulatory framework for women's entrepreneurship, and 4) lack of data and evidence on which to base policies and practices. Whereas the research conducted by Isaga (2018), in the Tanzanian context the statistics clearly reveal that women are "pushed" into launching a business rather than "pulled" into it, furthermore, the study finds that women are hampered by a number of circumstances, including a 1) lack of financial resources, 2) gender-related issues, and 3) social and cultural obligations. The research conducted by Chatterjee et al. (2018), has identified the influence of the 1) psychological (Self-efficacy, Locus of control, Innovativeness, Risk-taking propensity, Need For achievement), 2) socio-cultural (Nature of family, Family support, religiosity), 3) skill (communication, human relation, technical, inborn aptitude), and 4) resource-related factors (market awareness, access to information, accessibility to capital, government support, knowledge of rules and regulations, availability of training facility) on the success of women entrepreneurs.

When referring to the quantitative research findings of Chaturangani et al., (2019), it highlighted that the women entrepreneur's performance relays on 1) entrepreneur orientation, 2) human capital, 3) entrepreneurship goals, 4) motivational and 5) social-cultural factors which the research conducted based on the small and medium enterprises in Anuradhapura district. The study findings of Solesvik et al., (2019), which was conducted combining Norway, Russia, and Ukraine highlighted the factors where female entrepreneurs are mostly encouraged to establish a business by 1) economic factors in emerging economies where females in wealthy economies are mostly driven to start a business by 2) societal factors. Whereas Nasir et al., (2019), the research conducted in the Pakistan context has exposed that 1) socio-cultural, 2) education, 3) experience, 4) personal, and 5) financial aspects all have an impact on the success of female entrepreneurs in Pakistan. Through the findings of Welsh et al. (2021), it emphasized that the women entrepreneurship is influenced by the factors of 1) family support (Family assistance is a mechanism for family resources to flow into entrepreneurial efforts in order to influence long-term results), 2) non-family support (Financial support for entrepreneurial success is seen as crucial in highly competitive countries), and 3) entrepreneurs' managerial skills (identified as positively influencing factor). According to the research conducted by Khan et al., (2021), in the Pakistan context, the researchers were able to identify that the women entrepreneur's success depends on 1) internal factors (need for achievement, risk-taking), 2) external factors (economic factors, socio-cultural factors), and 3) control variables (work status, education level). Based on the findings

presented in the study conducted in Jordan by Thaher et al., (2021), the women entrepreneurs failed due to 1) poor or no planning is a decisive factor in the failure of small company projects, 2) psychological features of female entrepreneurs revealed personality flaws such as lack of self-confidence, and 3) lack of academic qualifications and practical knowledge.

3. Methodology/Methods

The purpose of the study is to identify factors that influence the women entrepreneurs in the Sri Lankan context where the method used as a systematic journal review through an inductive approach in which the literature findings are integrated and evaluated to provide the findings. The articles were selected based on the findings impacting women entrepreneurs, obstacles and challenges affecting women entrepreneurs, and the success of women entrepreneurs. Further, the entire method of conducting the research is divided into four main phases such as 1) defining the purpose of conducting the research-women's entrepreneurship, on the other hand, is clearly needed in the Sri Lankan context, although it is rarely recognized due to the constraints or situations that prevent women entrepreneurs from reaching the top. The purpose of conducting a systematic literature review is to discover whatever factors impact women entrepreneurs in Sri Lanka, 2) deciding the research approach where the systematic review through inductive has chosen-The study was conducted by evaluating articles in order to identify factors that affect the success of woman entrepreneurs. A total of 50 scholarly research publications were reviewed in order to achieve the study's purpose, 3) analyzing data was done on the chosen 21 articles among the mix of qualitative, quantitative and systematic review articles that are published between the years 2005 and 2021 among 50 focused scholarly articles where the access granted only for the chosen articles which reviewed in this study, and 4) finally, the data findings appraised, summarized, compared, and contrasted through the patterns identified (Snyder, 2019).

4. Data analysis and results

Based on the findings, it appeared that out of the 21 articles, most of the research was conducted in the Sri Lankan context where USA, Canada, and Pakistan research articles were also included two from each context whereas other articles were found in the contexts of Peru, Jordan, Greece, Tanzania, United Arab Emirates, India, Norway, Russia, Ukraine, Valencia and Malaysia. The data analysis was conducted based on the identification of main patterns and sub-patterns where the main patterns were identified as 1) external, 2) internal and 3) other factors. Further, aforesaid patterns were identified through the articles published by Cabrera & Mauricio (2017), Ummah & Gunapalan (2012), Chatterjee et al., (2018) and Khan et al., (2021). The following tables illustrated the chosen different factors that affect the success of women entrepreneurs in conducting qualitative and quantitative research, journal published in e-library, and systematic review.

Table 1: Factors That Affect the Success of Women Entrepreneurs

Main Pattern	Sub patterns	Qualitative	Quantitative	Systematic Review	Journal published in e-library
External Factors	Financial Factor	(Wijerathnam & Perera, 2013); (Solesvik et al., 2019); (Ummaha & Jamaldeen, 2015); (Thaher et al., 2021); (Nasir et al., 2019);	(Welsh et al., 2021); (Sarri & Trihopoulou, 2005); (Ummah & Gunapalan, 2012); (Pathak et al., 2013); (Isaga, 2018); (Chatterjee et al., 2018); (Robichaud et al., 2010); (Khan et al., 2021); (Belcourt, 2013);	(Goby & Erogul, 2011);	(EDB, 2018);
	Government Factors	(Ranasinghe, 2012); (Wijerathnam & Perera, 2013);	(Sarri & Trihopoulou, 2005); (Chatterjee et al., 2018); (Robichaud et al., 2010); (Ummah & Gunapalan, 2012); (Chatterjee et al., 2018);	(Cabrera & Mauricio, 2017); (Goby & Erogul, 2011);	
	Resource Accessibility		(Chatterjee et al., 2018);	(Cabrera & Mauricio, 2017);	
	Socio-cultural factors	(Wijerathnam & Perera, 2013); (Solesvik et al., 2019); (Nasir et al., 2019);	(Welsh et al., 2021); (Ummah & Gunapalan, 2012); (Chathurangani et al., 2019); (Chatterjee et al., 2018); (Robichaud et al., 2010); (Khan et al.,	(Goby & Erogul, 2011); (Teoh & Chong, 2007);	

			2021); (Isaga, 2018);	
Internal factors	Personal factors	Ranasinghe, 2012); (Cabrera & Mauricio, 2017); (Thaher et al., 2021); (Nasir et al., 2019);	(Belcourt, 2013); (Ummah & Gunapalan, 2012); (Pathak et al., 2013); (Khan et al., 2021); (Huarng et al., 2012);	(EDB, 2018);
	Psychological factor	(Ranasinghe, 2012); (Thaher et al., 2021); (Wijerathnam & Perera, 2013);	(Sarri & Trihopoulou, 2005); (Chathurangani et al., 2019); (Pathak et al., 2013); (Chatterjee et al., 2018); (Robichaud et al., 2010); (Khan et al., 2021); (Ummah & Gunapalan, 2012); (Isaga, 2018);	(Goby & Erogul, 2011); (Teoh & Chong, 2007);
Other factors	Gender related factors	(Wijerathnam & Perera, 2013);	(Welsh et al., 2021); (Huarng et al., 2012);	(Teoh & Chong, 2007);
	Managerial skills		mana	
	Human capital	(Wijerathnam & Perera, 2013);	(Chathurangani et al., 2019);	Cabrera & Mauricio, 2017);

The sub-patterns identified under the main patterns defined are as follows: 1) external factors -Financial factors, Government Factors, Resource Accessibility, Socio-cultural factors, 2) internal factors- Personal factors, psychological factors, and 3) other factors- Gender related factors, Managerial skills and Human capital.

5. Discussion of the findings

The analysis results depict the most frequently identified factors that affect the success of women entrepreneurs through qualitative, quantitative, Journal published in e-library and systematic review as 1) Financial factors, 2) Government Factors, 3) Socio-cultural factors, 4) Personal factors, 5) Psychological factor. Further, it emphasized that many articles have been published in the Sri Lankan context in identifying the factors that affect the success of women entrepreneurs. The Financial factor has been chosen in all four different articles/ texts reviewed in this study: five qualitative (Wijerathnam & Perera, 2013; Solesvik et al., 2019; Ummaha & Jamaldeen, 2015; Thaher et al., 2021; Nasir et al., 2019), nine quantitative (Welsh et al., 2021; Sarri & Trihopoulou, 2005; Ummah & Gunapalan, 2012; Pathak et al., 2013; Isaga, 2018; Chatterjee et al., 2018; Robichaud et al., 2010; Khan et al., 2021; Belcourt, 2013), one Journal published in e-library articles (EDB, 2018) and one systematic review articles (Goby & Erogul, 2011). In terms of motives as hurdles to women entrepreneurs' success, the researchers focused mostly on the financial component which identified as, due to financial restrictions faced by their families, most women entrepreneurs tend to focus on entrepreneurship and at the same time, they confront a lot of difficulties in finding financial capital to establish a firm for which no specific help is provided. The second factor which was identified as the government factor, has been emphasized in only two qualitative articles (Ranasinghe, 2012; Wijerathnam & Perera, 2013), four quantitative articles (Sarri & Trihopoulou, 2005; Chatterjee et al., 2018; Robichaud et al., 2010; Ummah & Gunapalan, 2012) and two systematic journal review articles (Cabrera & Mauricio, 2017; Goby & Erogul, 2011) where the Journal published in e-library did not emphasize much related to the government factor and its effect on the success of the women entrepreneurs. Further, the researchers highlighted that the government support and service are needed for the female entrepreneurs where the government should establish proper regulatory frameworks, and policies, conduct training in sharing the knowledge, and providing easy access to relevant data and information. The socio-cultural factor is the third element presented in this article, which was evaluated through the 21 articles chosen. It is further classified under the major pattern of external, but certain aspects covered under socio-culture can also be observed under the main pattern of internal. The socio-cultural factor has been accentuated in three qualitative articles (Wijerathnam & Perera, 2013; Solesvik et al., 2019), nine quantitative articles (Nasir et al., 2019; Welsh et al., 2021; Ummah & Gunapalan, 2012; Chathurangani et al., 2019; Chatterjee et al., 2018; Robichaud et al., 2010; Khan et al., 2021; Isaga, 2018) and two systematic journal reviews (Goby & Erogul, 2011; Teoh & Chong, 2007), and none in Journal published in e-library. The researchers have further elaborated on the socio-cultural factor through 1) cultural obligations, 2) Nature of family, 3) Family support, 4) religiosity and 5) security factors. The fourth factor has been identified as the personal factors which were identified through four qualitative articles (Ranasinghe, 2012; Cabrera & Mauricio, 2017; Thaher et al., 2021; Nasir et al., 2019), five quantitative articles (Belcourt, 2013; Ummah & Gunapalan, 2012; Pathak et al., 2013; Khan et al., 2021; Huarng et al., 2012) and in the Journal published in e-library which presented in this article (EDB, 2018). Further, the research findings emphasized that the personal factors will be looking through different perspectives as 1) business capacity, 2) planning, 3) education and 4) experience. The fifth factor recognized through the systematic journal review is the psychological factors, and many researchers have triggered this factor in their research studies that have affected the

success of women entrepreneurs. The factor identified in three qualitative articles (Ranasinghe, 2012; Thaher et al., 2021; Wijerathnam & Perera, 2013), seven quantitative articles (Sarri & Trihopoulou, 2005; Chathurangani et al., 2019; Pathak et al., 2013; Chatterjee et al., 2018; Robichaud et al., 2010; Khan et al., 2021; Ummah & Gunapalan, 2012) and two systematic journal reviews (Goby & Erogul, 2011; Teoh & Chong, 2007). The factor further elaborated through different perspectives as 1) fear of failure, 2) self-efficacy, 3) Locus of control, 4) Innovativeness, 5) Risk-taking propensity, 6) Need For achievement, 7) inborn aptitude, 8) independence, 9) intrinsic motives, 10) awareness, 11) problem solving and 12) risk-taking. Another factor recognized in the analysis which affects the success of women entrepreneurs is resource accessibility categorized under the external main pattern. The factor was recognized by a smaller number of researchers in their studies however, the factors were presented through one quantitative (Chatterjee et al., 2018) and in one systematic journal review (Cabrera & Mauricio, 2017). The researchers stressed on 1) access to resources has an impact on the stages of opportunity recognition, 2) resource acquisition, and entrepreneurial performance, 3) market awareness and 4) access to information as the areas to be focused on under the resource accessibility factor. Except for the aforementioned six sub patterns 1) Gender-related factors (found in one qualitative article of Wijerathnam & Perera (2013) and one quantitative article of Isaga (2018)), 2) Managerial skills (Described in two quantitative articles of Welsh et al., (2021) and Huarng et al., (2012) and in one systematic journal review of Teoh & Chong (2007)), and 3) Human capital (emphasized in one qualitative research of Wijerathnam & Perera (2013), one quantitative research of Chathurangani et al., (2019) and in one systematic journal review of Cabrera & Mauricio (2017)) are also recognized as the factors that affect the success of the women entrepreneurs.

6. Conclusion and implications of the study

Despite the fact that this study reviewed a variety of articles, it emphasized that most quantitative researchers focused on and tested the factors, challenges, or barriers faced by women entrepreneurs in various countries, whereas other research articles published limited their research to a fewer number of factors, challenges, or barriers. Furthermore, the research studies cited in this study are from both developing and developed countries, indicating that women entrepreneurs in developed countries face similar challenges. It is inevitable that any women entrepreneurs' success depends on the way they consider and manage the certain factors that affect them in operating in the relevant field that they are in. Therefore, the study was conducted to find the factors that influence the success of women entrepreneurs through a systematic journal review. The research was conducted with chosen 21 articles in qualitative, quantitative, and systematic review and Journal published in e-library findings. Further, it depicted the Sri Lankan context mostly where USA, Canada, and Pakistan researchers have chosen similar topics related to the study, revealing that most of the researchers have chosen 1) Financial Factors, 2) Government Factors, 3) Socio-cultural factors, 4) Personal factors, and 5) Psychological factors that influence on the success of women entrepreneurs. Further, some of the least chosen factors are also recognized in the research as 1) resource accessibility, 2) Gender-related factors, 3) Managerial skills and 4) Human capital. Aforesaid patterns are identified through the main patterns of 1) external, 2) internal and 3) other. Furthermore, it was discovered that among the factors defined above, 1) Resource Accessibility, 2) Gender-Related Factors, 3) Managerial Skills, and 4) Human Capital Factors were not reviewed or empirically tested because fewer retrieve these factors should indeed be evaluated further in the research, culminating in a research gap in this research. It is advisable for conducting awareness programmes and training programmes in the rural areas in Sri Lanka and established easy methods of funding the women succeeding in their entrepreneurship which

the highest responsibility goes towards the government of the country. The training programmes would support overcoming the psychological barriers and awareness programmes would support directing women towards new ventures that they are capable of standing by their own and later contributing to the country's economic development. Due to limits in accessing other sources, the systematic journal review was confined to 21 scientific papers; nevertheless, if the restriction had not been enforced, the review may have presented even more insights. It should be noted that the above factors identified through the systematic journal review which influence the success of women entrepreneurs have not been tested empirically. Hence, it is recommended to investigate the women entrepreneur's success factors further by conducting empirical studies to prove the truly identified factors that influence the success of women entrepreneurs. The identified least recognized factors are also needed to be tested.

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