

Profile of Women Entrepreneurs in a War-torn Area: Case study of North East Sri Lanka

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Abstract: This study examines the demographic profile of “Tamil” women entrepreneurs in the North East of Sri Lanka who became entrepreneurs as a result of war. Five main areas of interest were examined, namely, (i) characteristics of these women; (ii) factors that spurred them into entrepreneurship; (iii) their challenges; (iv) their measures of success; and (v) their demographic profile. Findings indicate that a large percentage of these women were highly entrepreneurial who were motivated into business to achieve a higher standard of living, be self-reliant and support their families. Most of these women were married with children and, because many had lost their husbands to the war, saw business as a means to an end. A large majority of these women were in business for the first time and rated their businesses as successful ventures. Their measures of success were self-fulfillment and a balance between family and work. The findings of this research are important because the women entrepreneurs of the North East are seen as a powerful driving force for the economic development of the country.

Keywords: women entrepreneurs; entrepreneurship; war-torn zone; measure of success.

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