

# RESPONSE OF DIFFERENT TYPES OF WOMEN ENTREPRENEURS TO THE CHANCES IN ENTREPRENEURIAL ECOSYSTEM FACTORS IN SRI LANKA

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Women entrepreneurs significantly contribute to a country's economic growth. However, when analyzing women entrepreneurship deeply, it is obvious that there are different types of women entrepreneurs, and their contribution to economic growth is varied. Although entrepreneurial development policies are implemented in general, the responses of different types of entrepreneurs to the changes in entrepreneurial ecosystem factors are different. As women's entrepreneurship has been recognized as a new engine of economic growth, it is important to analyze the response of women entrepreneurs to those changes. Then, this study focuses on analyzing the responses of different types of women entrepreneurs to changes in entrepreneurial ecosystem factors. Three types of women entrepreneurs, Stagnant, Progressive, and High-growth, categorized by the annual growth rate of turnover, were considered in the analysis. Entrepreneurial ecosystem factors such as attitudes, ability, aspiration, and alertness which are considered individual factors, and inputs and markets, supportive facilities, taxes and charges, and cultural barriers, which are considered institutional factors were used as entrepreneurial ecosystem factors to find answers to the research objective. This study is based on primary data collected from a sample of 367 women entrepreneurs applying the stratified sampling method and Ordered Logistic Regression was applied to analyze data. The results revealed that the favorable changes in alertness, inputs, markets, taxes, and charges affect Stagnant women entrepreneurs and push them out of that type. As a result, they may become either progressive or high-growth women entrepreneurs. Also, those three main factors affect high-growth women entrepreneurs to hold them further in that type. High-growth women entrepreneurs are the ones who highly contribute to economic growth. However, the results exhibit no effect on the Progressive type, confirming that the type does not respond to the changes in entrepreneurial ecosystem factors. Progressive women entrepreneurs are the largest type among all three types. The study concludes that all types of women entrepreneurs in Sri Lanka do not respond to the changes in entrepreneurial ecosystem factors driven by entrepreneurship policies.

**Keywords:** Women entrepreneurs, different types, ecosystem, policies

*The author acknowledges the supervision support of Prof. S.J.S. De Mel and Dr. Anuruddha Kankanamge for their guidance in completing the PhD in Economics at the PGIHS.*