

GENDER DISPARITY IN DETERMINANTS OF BUSINESS SUCCESS: A CRITICAL REVIEW FROM A RESOURCE-BASED VIEW OF SMES

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Most of the available literatures on entrepreneurship research in all over the world have focused on the factors affecting the business success and little research has focused on the gender disparity behind the business success. However, identification of determinants of business success is important and meanwhile a greater attention can be drawn on the disparities in business success among men and women Small and Medium Scale Entrepreneurs (SMEs). This focal point will enable to address the lagging issues of women entrepreneurs rather than giving equal concern on both men and women entrepreneurs. Majority of this limited past research indicate that men-owned businesses are more successful than women-owned businesses both in urban and rural settings. Therefore the main objectives of this study are to reveal whether there is a difference in determinants of the business success between men owned and women owned enterprises and to identify the main determinants of success of men owned and women owned enterprises. From the lists maintained by several business development service providers operate in the Southern Province of Sri Lanka, a sample of 130 successful as well as unsuccessful men and women SMEs has been selected for this study. Data have been collected through a structured research questionnaire as well as interviews with selected few SMEs. From the three resource bases including entrepreneurial capital, human capital, and social capital, this study considers only the social capital. Results indicate that there is a significant disparity in social capital between men and women SMEs in the sample. Women entrepreneurs are at a great position regarding the social capital comparatively with male counterparts. Therefore, it can be concluded that even though the men entrepreneurs have dominated the business world, in the context of small and medium scale level, the resource base of social capital has affected to develop the capacities of women and this cause the success of the women owned businesses.

Keywords: Business success, Gender disparity, Resource based view, SMEs