

## A Comparative Analysis on Perceived Needs and Future Aspirations of Men and Women Entrepreneurs in Sri Lanka Who Were Affected by Tsunami

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Women entrepreneurs have demonstrated different characteristics than men entrepreneurs. Compared to men, women are rated as low regarding the characteristics such as tolerance, persistent, decision-making, risk taking and growth perspective. Such differences in the characteristics affected the mental disposition of women in re-building their ventures that were damaged or destroyed by the tsunami.

This study is focused on reviewing the difference in those characteristics and analyzing how those characteristics affected the future expectations and perceived needs of men and women entrepreneurs who were the victims of tsunami in re-building their ventures. The objective of the study is to identify the variables in their future expectations and perceived needs of men and women entrepreneurs in the sample and also to identify how the governmental and non-governmental organizations and private sector organizations and individuals support them to achieve sustainability of their enterprises. A critical research method is applied in this study and a sample of 20 men and 20 women who were micro scale entrepreneurs affected by tsunami were selected. The reality is going to be studied through direct observation, discussions and open end questionnaire. The data analysis is mainly based on the qualitative approach and meanwhile the quantitative approach is used where applicable. The present study has also led to reveal that how these men and women entrepreneurs perceived the support received from the government, non-government and private sector organizations for the development of their ventures.

**Key Words:** A comparative Analysis, Perceived needs, Future aspirations, Men and women entrepreneurs, Tsunami

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