

AN EMPIRICAL STUDY ON ISOMORPHISM AND STAGNATION OF EMPLOYMENT OPPORTUNITIES FOR FEMALE LABOUR FORCE IN SRI LANKA

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Abstract

The study examines Sri Lanka's persistent problem of high female unemployment among working-age women using the concept of Institutional Isomorphism, a central concept in Institutional Theory that explains the phenomenon of organizational homogeneity created as a means of demonstrating compliance with "Social institutions". The researcher used survey as its research strategy. The multiple Linear Regression model had been used to test the impact of Institutional Isomorphism created through the three mechanisms – coercive, normative, and mimetic on Sri Lankan female unemployment. The study bridges an empirical and a theoretical gap with Isomorphism being accommodated for the first time both locally and internationally to assess a research problem of this variety. Subsequently, it was revealed that Isomorphism mechanisms pose a significant threat to female employability from the perspective of unemployed females. The study concludes with recommendations based on its findings, including changes to the country's labour legislation, the elimination of harmful socio-cultural legacies in communities, and revisions to industrial practices that require professionals and the government to respond prudently yet firmly to support female employability.

Keywords: Coercive isomorphism, Female unemployment, Institutional theory, Mimetic isomorphism, Normative isomorphism