

WOMEN ON THE MOVE: CHALLENGES AND OPPORTUNITIES FACED BY FEMALE PIONEERS IN SRI LANKAN LOGISTICS INDUSTRY

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1. Introduction

The logistics sector in Sri Lanka remains male-dominated, with low female participation. It aims to identify barriers and provide strategies to encourage gender equality, enhancing sector performance and understanding the experiences of women in the industry.

2. Methodology

The study used a qualitative approach, using semi-structured interviews with seven female executives chosen through purposive sampling. An inductive, exploratory approach was applied to evaluate the impact of female employment. Thematic analysis conducted with the support of MAXQDA was employed to identify patterns in the qualitative data.

3. Findings and Discussion

The existing literature shows with that identified that work-life balance, corporate culture, women leadership and educational background are factors influencing the females' role in logistics. These findings were verified through the interviews conducted in the Sri Lankan context, while additional factor, mobility and operational complexity were uncovered, further enhancing the understanding of female employment in the logistics sector.

4. Conclusion and Implications

This research provides insights into the role of women in Sri Lanka's logistics sector, highlighting challenges such as work-life balance, corporate culture, women leadership, educational background, mobility and operational complexity. Based on a sample of seven female executives, future quantitative research could verify these findings. Companies could implement mentorship programs, such as career development workshops or flexible work policies, to enhance gender diversity.

Keywords: Female employment, Female pioneers, Gender diversity, Logistics sector, Women empowerment