

ABSTRACT

The main purpose of this study is to increase the financial well-being of entrepreneurs through increase the financial literacy and financial management. Financial well-being, defined by the OECD 2015 as the current situation wherein a person can easily fulfill the current and continuing liabilities. Financial well-being is based on three broad concepts Objective Lists, Preference Satisfaction & Mental States. This study examines the relationship between the financial well-being and financial literacy & financial management. Primary study is used under this study and data is collected through questionnaire from the entrepreneurs as a unit of analysis. 300 samples are selected through convenience sampling. And the data are collected from the 303 respondents. The questionnaire is based on three part. Cronbach's Alpha used to check the reliability of the data. And then apply descriptive statistics, regression, ANOVA, factor analysis and CFA to the data. The results of all tests show that there is positive and significant relationship between the dependent and independent variable. The conclusion of this study shows the financial well-being of entrepreneurs increased with increase in financial literacy and financial management. And both are increased by the conferences, trainings, and workshops that are conducted by the government of Pakistan and SMEDA also take active part in this.

Key Words: Financial Well-Being, Financial Literacy, Financial Management, convenience Sampling, OECD.