

**THE IMPACT OF SOCIAL NETWORK ON BUSINESS
PERFORMANCE OF SMALL MEDIUM ENTERPRISES IN
BATTICALOA DISTRICT**



By

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ABSTRACT

Increasing global competition has made many companies want to find more innovative ways of promoting their goods and services. Social networking is receiving increased attention in the small business and entrepreneurship literature, major shortcomings exist with regard to the transitional nature of entrepreneurial learning networks over time. A greater understanding of these networking needs will extend the literature by highlighting how effective small business are at transitioning from launch to growth, and how social networks may benefit this transition. It aims to give attention to how social identities of small business owners impact social networks and whether social networks improve organizational performance in small firms. The findings show that social networks for small businesses change as firms transition from start-up to growth and beyond.

The main objective of this study is to examine the Impact of Social Network on Business Performance of entrepreneurs of the SME in Batticaloa District. Dimensions of Social Network used in this study are Personal network, Exchange network and Communication network. A sample of 395 respondents has been taken. The primary data was collected through well-structured and closed ended questionnaire by stratified random sampling method. Hence 341 survey were received. The SPSS package was used in conducting the correlation and regression analysis. The finding of this study revealed that the Social network and its dimensions have significant positive impact on Business performance.

Key words: Social Network, Business Performance, Entrepreneurs, Small Medium Enterprise

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