

**IMPACT OF ENTREPRENEURIAL KNOWLEDGE ON
STRATEGIC ORIENTATION**

**(A GENDER BASED STUDY WITH REFERENCE TO SME
OWNER MANAGER IN KALUTHARA DISTRICT)**



By

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ABSTRACT

The study has been focused for identify how Entrepreneurial Knowledge impact on strategic orientation. Entrepreneurial Knowledge is transference of knowledge, skills and motivation to encourage Entrepreneurial success. Strategic orientation is an indication of direction of a business based on analysis of strengths, weakness, opportunities and threats. This study expects to analyze the level of Entrepreneurial Knowledge and strategic orientation, differences of level of Entrepreneurial Knowledge and strategic orientation and the effect of Entrepreneurial Knowledge on strategic orientation. In this study, the four level of Entrepreneurial knowledge and strategic orientation were empirically evaluated.

Quantitative research approach used for this research. As well as Structured questionnaire was used as the method of data collection and 376 owner Managers selected as sample out of 6493 Owner Managers. Random sample method used to make the sampling frame of the study. The data were analyzed using descriptive statistics, Pearson correlation, regression analysis and Independent sample T-test. The findings exhibited that evidence significantly support for conclude that there is a strong positive relationship between Entrepreneurial Knowledge and strategic orientation. Further, findings conclude that there is a significant impact of Entrepreneurial Knowledge on strategic orientation. Finally, the evidence does not support to identify significant difference of level of Entrepreneurial Knowledge and strategic orientation in terms of gender.

Keywords - *Entrepreneurial Knowledge, Strategic Orientation, SMEs Owner Managers*

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