

**THE FACTORS INFLUENCING ON THE PERFORMANCE OF
SMALL SCALE ENTERPRISES IN BATTICALOA DISTRICT**



SUNDARLINGAM DARSAN

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ABSTRACT

Small scale enterprises are increasingly becoming important economic actors in the struggle for development throughout most of Sri Lanka. This development has taken place fairly recently in allover country. This research focused on "factors influencing performance of small scale enterprises in Batticaloa". Key factors studied included; entrepreneurial and managerial competence, marketing of the businesses, and technology employed in small businesses. The study adopted a descriptive research design. So, there is an empirical knowledge gap exists in the small scale enterprises in entrepreneurial and managerial competence, marketing, technology and business performance. Hence, the study conducts to narrow this empirical gap.

The objectives of this study are to identify the levels of entrepreneurial and managerial competence, marketing, technology and business performance of small scale business in Batticaloa. To achieve these objectives, the stratified sampling method is used as a sample of the study which was conducted among 395 entrepreneurs from small scale enterprises Batticaloa. However, 341 respondents were analyzed by using descriptive and correlation analyses.

The findings show that the levels of entrepreneurial and managerial competence, marketing, technology and business performance are high level. There is a significant positive relationship between entrepreneurial and managerial competence and business performance, also there is a significant relationship between marketing and business performance and also there is a significant relationship between technology and business performance. There is significant impact on entrepreneurial and managerial competence, marketing, technology and business performance in selected small scale enterprises in Batticaloa. There is better condition in entrepreneurial and managerial competence in small scale enterprises in Batticaloa. Small scale enterprises should keep this high level and take consider for enhancing the marketing, technology and business performance.

Keywords: entrepreneurial and managerial competence, marketing, technology, business performance and small scale enterprises.

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