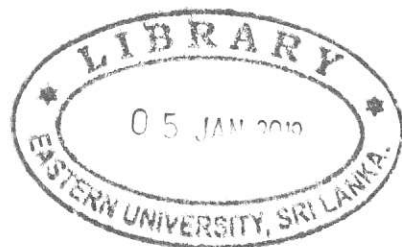


**IMPACT OF ENTREPRENEURIAL CHARACTERISTICS OF
ENTREPRENEURS ON THE STRATEGIC ORIENTATION IN
SMALL AND MEDIUM SCALE MANUFACTURING INDUSTRY
IN MONARAGALA**



By

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EU/IS/2012/COM/38

COM 1538



FCM 2074



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A project report

**Submitted to the Faculty of Commerce and Management, Eastern University,
Sri Lanka as a partial fulfillment of the Degree of Bachelor of Commerce
Honours (BComHons)**

**Department of Commerce
Faculty of Commerce and Management
Eastern university, Sri Lanka**

2018

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ABSTRACT

Small and Medium Enterprises are the backbone of an economy, especially in developing nations as they provide ample benefits to an economy. Therefore, it has been observed that the SME sector have become a crucial segment in Sri Lanka economy.

This study has been focused for identify how entrepreneurial characteristics impact on strategic orientation. entrepreneurial characteristics is the presence of prospective entrepreneurship and individuals possessing specific personality characteristics. 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 characteristics on strategic orientation, relationship between entrepreneurial characteristics on strategic orientation, and the impact of entrepreneurial characteristics on strategic orientation.

In this study, there are three level of entrepreneurial characteristics and strategic orientation were empirically evaluated. The sample consisted with 100 small and medium scale manufacturing enterprise owners in Monaragala district. A self-developed questionnaire was used to collect primary data.

In findings, conclude that SME manufacturing enterprise owners in Monaragala district have high level of entrepreneurial characteristics. Further, evidence significantly support for conclude that there is a strong positive relationship between entrepreneurial characteristics on strategic orientation, and also it is found that entrepreneurial characteristics, such as need for cognition, and internal locus of control, have positive influences on strategic orientation.

Finally, this paper helps to better understand why entrepreneurs make different strategic decisions under competitive environments. The findings suggest that entrepreneurs do not simply react mechanically to external environmental changes. Instead, how they seek and interpret information and formulate organizational strategies is partially influenced by their entrepreneurial characteristics. Entrepreneurs develop their own ways of utilizing the human capital and that they bring to their firms.

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