

**IMPACT OF ENTREPRENEURIAL CHARACTERISTIC OF
ENTREPRENEUR ON THE BUSINESS PERFORMANCE OF SMALL
SCALE HOTEL INDUSTRY IN PUTTALAM DISTRICT**



By

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ABSTRACT

The firm's superior performance is the main goal of every business. Therefore, it is very important to identify the factors that lead towards the success of the business. The existing studies have demonstrated the impact of several factors on the firm's performance. However, the aim of this research is to investigate the influence of entrepreneurial characteristics (need for achievement, internal locus of control, Initativeness (Pro-Activeness) and risk taking) how affect the business performance. The review of studies has revealed the positive relationship between the entrepreneurial characteristics of the entrepreneurs and firm's performance. Based on the existing studies, a new theoretical framework has been proposed in this research to study the impact of some selected entrepreneurial characteristics on the business performance of the business. This new proposed model might be helpful in providing the useful insights regarding the impact of understudy factors on the firm's performance and will improve our understanding regarding the most influential factors for the success of the firm.

In this context, the research was carried out to identify the impact of entrepreneurial characteristic of entrepreneur on the business performance of small scale hotel industry in Puttalam district.

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