

THE IMPACT OF OWNERS' PERSONAL CHARACTERISTICS
ON THE ENTREPRENEURIAL ORIENTATION
SPECIAL REFERANCE TO FISH BASE PRODUCT IN
MATARA DISTRICT



1623

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Abstract

Small and Medium Enterprises are considered backbone of economic growth in all countries and they make up a large part of Sri Lanka's economy. This research selected the small scale enterprise which gives a highest contribution to the fish base product in Matara district. Researcher considers the all fish based product in Matara district to evaluate the impact of owners' personal Characteristic on their entrepreneurial orientation with special reference to fish base product.

Researcher has selected 120 people who engage in fish based product in Matara district to gather data considering their personal characteristics. Researcher used Need for Achievement, Internal locus of controls, Team work, Self Confidence and Need for cognition main variable of this research. Twenty questions were designed to gather data by depending on above variables. The data were analyzed using SPSS, mean, median, Regression and correlation.

According to the descriptive analysis, personal characteristics have a positive relationship over entrepreneurial orientation in Matara district. Among all variables need for Achievement, Internal locus of controls, Team work, Self Confidence and Need for cognition have a most significant impact owners' entrepreneurial orientation. When considering all variable they have a positive correlation with the entrepreneurial orientation.

Finally this result shows how much entrepreneurial characteristic affect to commencement and improvement of fish base product. This research gives a guidance to improve the fish based product in Matara district by improving the specific five entrepreneurial characteristics of people. As a result of this research fish based product will be able to give a desirable contribution to uplift the Sri Lankan economy.

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