

**IMPACT ON ENTREPRENEUR CHARACTERISTICS
ON THEIR ENTREPRENEURIAL ORIENTATION,
SPECIAL REFERENCE PALMYRAH INDUSTRY IN
JAFFNA DISTRICT.**



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ABSTRACT

In Jaffna, entrepreneurial ventures have a low survival rate as entrepreneurs start businesses but are unable to turn them into sustainable. Most of the new business in Jaffna do not move from the first stage (existence) of growth to other stages such as survival, success, take off and resource maturity. As such, it is believed that many of these business do not survive in their first years of operation and thus, do not provide their benefits to society.

A large percentage of Sri Lankan populations living rural areas, which consist of more than 75 percent of all over the island's population. Small industries play a major role in the rural areas for creating an economic environment in which large firms flourish and contribute to export earnings. So, it is important to encourage the entrepreneurs in rural areas of Sri Lanka to contribute for the global economic growth and get its share of the benefits. Palmyrah and Palmyrah products have been played an integral part in the Northern Sri Lanka. Palmyrah products are the main sources of income in the Northern Province.

The purpose of this research is to reflect the impact of entrepreneur characteristic on their entrepreneurial orientation, special reference to palmyrah industry Jaffna district. In this study non probability convenience sampling technique was used; data were collected by questionnaire from 110 entrepreneur of palmyrah industry. Therefore 110 questionnaires were considered in the study and all collected data were analyzed and presented through SPSS 19.0 package for convenience and reliability. This research gives better understandings of the factors which influence on palmyrah based productions owners. The factors have evaluated based on five variables such as need for achievement, internal locus of control, risk taking propensity, leadership and innovativeness derived from the literature review. This study found, need for achievement, internal locus of control, risk taking propensity, leadership and innovativeness have higher influence on entrepreneurial orientation. The overall results were found that the impact of owner's personal characteristic in their entrepreneurial orientation, special reference palmyrah based production in Jaffna district in order is highly impact. (Mean 3.75).

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