

IMPACT ON ENTREPRENEUR'S CHARACTERISTICS ON THEIR
ENTREPRENEURIAL ORIENTATION, SPECIAL REFERENCE TO
RETAIL BUSINESS IN THE BATTICALOA DISTRICT



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ABSTRACT

Main Purpose of the study is to identify the impact on entrepreneur's personal characteristics on their entrepreneurial orientation special reference of retail business in Batticaloa. To find the main purpose of the study, researcher was used five objectives; those are Entrepreneurial orientation, need for Achievement, internal locus of control, Risk taking propensity and leadership. By reviewing 704 entrepreneurs registered in divisional secretary office Batticaloa, 200 entrepreneurs are selected by using proportionate stratified random sampling. Univariate analysis, Bivariate analysis, Correlation analysis, regression analysis, chi-square test Anova test and Crobach's Alpha reliability test were used to analyze the data. Based on the finding results are concluded as those five personal characteristics such as need for achievement, internal locus of control, risk taking propensity, leadership and innovativeness were expressed high level of impact on Entrepreneurial Orientation.

Key words: - Entrepreneur Characteristics, Entrepreneurial Orientation, Need for Achievement, Internal Locus of Control, Risk taking propensity, Leadership.

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