

**ASSESSMENT OF FACTORS INFLUENCING TAMIL
ENTREPRENEURSHIP DEVELOPMENT IN MANMUNAI
NORTH D.S DIVISION IN BATTICALOA.**



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ABSTRACT

Technology and inventions are on the increase in the modern world. This is not only in the scientific field but also in the commercial field. The business or trade commenced in bartering system is now being carried out on internet. In the mean time, the war situation in the country leads the entrepreneurs in a failure. This is not an exceptional owe to our country especially North and East. Owing to the war in the past, practically in North and East, Tamil entrepreneurs are in under poverty and distress. These Tamil involved in various enterprises to streamline their lives. This research is based upon the Tamil entrepreneurship development

The main aim of this study is to identify their competencies in the business successfully run by them and to find the short comings and problems, which they face in their entrepreneurship. This evaluation will also be helpful to the other entrepreneurs who have much to learn from the Tamil and thereby to find their own competencies in the field of business enterprises. For the evaluation purpose there are three factors are taken into consideration, which are personal background, entrepreneurial competencies and institutional support.

The study was conducted among the sample of 100 Tamil entrepreneurs who were conveniently selected from the Manmunai North D.S division Data was collected through issuing questionnaires and analyses using the software SPSS version 11.0 and Excel. Univariate analysis method is specifically considered, the results are illustrated by pie chart.

According to the results of data analysis, it was clear that there is less development in Tamil entrepreneurship. So it should be considered or manipulated for improving the entrepreneurial success of the Tamil entrepreneurs in this division. In order to develop Tamil entrepreneurship some recommendations are given. If these recommendations are considered, the personal background and entrepreneurial competencies would develop among Tamil entrepreneurs and Tamil entrepreneurship also would be developed in this area.

Table of Contents

	Pages
Acknowledgement	i
Abstract	ii
Table of Contents	iii-vi
List of tables	vii
List of illustrations	viii
Chapter – 1 Introduction	1-5
1.1 Background	1-2
1.2 Problem Statement	2
1.3 Research questions	3
1.4 Objectives of the study	3
1.5 Scope of the research	4
1.6 Significance of the study	4
1.7 Limitations of the study	5
Chapter – 2 Literature Review	6-33
2.1 Introduction	6
2.2 Entrepreneurship	6
2.3 Entrepreneur	7-10
2.3.1 Preparation for entrepreneurial careers	10-12
2.3.2 Qualities of entrepreneur	12-13
2.3.3 Entrepreneurial competencies	13-16
2.4 Advantages of entrepreneurship	17
2.5 Potential drawbacks to becoming an entrepreneur	17
2.6 Factors affecting entrepreneurship growth	18
2.6.1 Economic condition	18
2.6.2 Non economic condition	19
2.7 Routes to failure of business	20
2.7.1 Personal characteristics	21
2.7.2 Managerial deficiencies	21

2.8 Factors contributing the development of entrepreneurship	22
2.8.1 Personal background	23
2.8.1.1 Family background	23-24
2.8.1.2 Education	24
2.8.1.3 Experience	25
2.8.2 Entrepreneurial competencies	26
2.8.2.1 Risk taking	26-27
2.8.2.2 Perseverance	28
2.8.2.3 Innovation	28
2.8.3 Role of the government and supporting institutions	29-30
2.8.3.1 Definition of micro finance	31
2.8.3.2 Micro finance in the east region of Sri Lanka	31-32
2.9 Summary	33

Chapter – 3 Conceptualization Model and Operationalization 34- 40

3.1 Introduction	34
3.2 Conceptualization model	34
3.2.1 Personal background	36
3.2.1.1 Family business background	36
3.2.1.2 Education	36
3.2.1.3 Experience	37
3.2.2 Entrepreneurial competencies	37
3.2.2.1 Risk taking	37
3.2.2.2 Perseverance	38
3.2.2.3 Innovation	38
3.2.3 Institutional support	38
3.3 Operationalization of variables	39-40
3.4 Summary	40

Chapter - 4 Methodology 41-52

4.1 Introduction	41
4.2 Method of data collection	41
4.2.1 structured questionnaire	42

4.2.2 Entrepreneurs self rating questionnaire	42
4.3 Selection of sample	42
4.3.1 Sampling	42
4.3.2 Sample size	43
4.3.3 Selected sample	43
4.4 Method of measurement	44-45
4.5 Evaluation method	45
4.5.1 Univariate analysis	46
4.6 Data presentation, data analysis and evaluation	46
4.6.1 Method of data evaluation of family business background	46-47
4.6.2 Method of data evaluation of entrepreneur's competencies	48
4.6.3 Method of evaluation of government and institutional support	49
4.6.4 Method of data evaluation of enterprise development(Success)	50-51
4.7 Summary	52
Chapter – 5 Data Presentation and Analysis	53-75
5.1 Introduction	53
5.2 Analysis of number of respondents Instruments	53
5.3 Frequency distribution analysis of respondents by their background	55
5.3.1 Age	55
5.3.2 Civil status	56
5.3.3 Number of dependents	57
5.3.4 Expected life time of the venture	58
5.4 Research information	59
5.4.1 Level of entrepreneurial development	59
5.4.2 Personal background	61
5.4.2.1 Family business background	61

5.4.2.2 Education	62
5.4.2.3 experience	63
5.4.3 Competencies	64
5.4.3.1 Risk-taking	64
5.4.3.2 Perseverance	66
5.4.3.3 Innovation	67
5.4.3.4 Entrepreneurial competencies	68
5.4.4 Level of institutional support	72
5.6 Overall consideration	74
5.7 Summary	75

Chapter -6: Discussion 76 – 82

6.1 Introduction	76
6.2 Discussion of findings	76 – 81
6.3 Summary	82

Chapter – 7: Conclusion and Recommendations 83-89

7.1 Introduction	83
7.2 Conclusion	83
7.3 Recommendations	84-88
7.4 Summary	89

Appendices (1 – 5)

List of References

Questionnaire