

**THE IMPACT OF PERSONAL CHARACTERISTICS OF
BUSINESS OWNERS ON THE ENTREPRENEURIAL
ORIENTATION**

**A SPECIAL REFERENCE TO RETAIL BUSINESS IN
WELIGAMA DIVISIONAL SECRETARIAT DIVISION**

By

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ABSTRACT

The retail sector of Sri Lanka has come-forth as one of the most dynamic and fastest growing industrial economy with several players entering the market. But all of them have not yet tasted successes because of owners haven't adequate level of entrepreneurial orientation. Personal characteristics of business owners help to enhance entrepreneurial orientation of their firms. This study seeks to examine the impact of personal characteristics (namely learnable characteristics and ascribed characteristics) on the entrepreneurial orientation of their firms.

Data were collected using questionnaire within the 120 sample in Weligama divisional secretariat division. Data were analyzed by using descriptive statistics, correlation and regression analysis.

The study illustrates that learnable characteristic and ascribed characteristics of business owner makes a positive impact on a firm's entrepreneurial orientation. But learnable characteristics only have greater impact on entrepreneurial orientation.

Hence, findings of the present study would be essential for owners to enhance the level of personal characteristics of owners towards competition in the retail businesses by knowing what personal characteristics are crucial for EO.

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