

ENTREPRENEURIAL QUALITIES OF SMALL SCALE VENTURES IN BADULLA DISTRICT

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ABSTRACT

Small scale business plays a major role in Sri Lanka's economic development. But small business owners in Sri Lanka are facing more challenge in the modern businesses environment under hard competition, quickly changing new technologies and globalization. The sufficient features of entrepreneurship is to develop the economy by using the resources were not higher utilized, create competition, provide more employment opportunities and reduce inequality of income distribution. Successful entrepreneurs have to possess certain personal qualities. These qualities are either inherent or developed through education, training and through one's own experience.

The study essentially focuses to find out the level of entrepreneurial qualities on the small business owners in Badulla. Totally 100 questionnaire have issued to small business owners who residing in various part of above divisional secretarial areas on random sampling basis.

Conceptualization framework used to developed questionnaire to the research and each element from conceptualization hold include in the questionnaire. According to the Conceptualization model, through the main objective of the study is to show the entrepreneurial qualities of small business owners such as Self confidence, seeking opportunities, Dedication, Creativity and Innovation and Risk taking.

Method of analysis specifically considered univariate analysis only. The results are illustrated by tables, pie charts and bar charts. Based on the value indicated in the questionnaire, mean value is lying in the range between 1 to 5, which is strongly disagree to strongly agree with 5 scale measures.

From the estimation it may be able to conclude that except all entrepreneurial qualities are in the high level. Because of the above reasons, researcher can conclude that most of small business owners in Badulla district have high level of entrepreneurial qualities. Finally the researcher can conclude that overall entrepreneurial qualities are highly support to the success of small business owners.

Badulla small business owners should improve and maintain their entrepreneurial qualities based on the five entrepreneurship qualities. From this research, it is found that small business depends on the qualities of the entrepreneur. It shows that there are direct conditions between the qualities of the entrepreneur and the success of small business

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