

Relationship between Entrepreneurial Education and Strategic Orientation

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Despite the importance of entrepreneurial education in encouraging strategic behaviour of SMEs, there is a dearth of literature examining this link. A sample of 50 SMEs owner managers in Badulla Divisional Secretariat was investigated with the aim of identifying the relationship between entrepreneurial education and strategic orientation. A structured questionnaire was used to collect data. Overall level of strategic orientation of the studied sample was at a medium level while the entrepreneurial education level was at a high level. The regression model (52.9% R-square) confirmed that entrepreneurial education is a strong predictor ($P < 0.01$) of strategic orientation. This study informs the provincial level policy makers the direction they should take in designing and delivering the training programmes for future entrepreneur development initiatives.

Keywords: Entrepreneurial education, Strategic orientation, SMEs, Owner managers