



**RELATIONSHIP ASSESSMENT ON LEVEL OF
ENTREPRENEURIAL ORIENTATION IN SMALL
SCALE ENTERPRISES**

*This dissertation is submitted as a partial fulfillment of the degree of Bachelor of
Business Management in Entrepreneurship and Management*

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Registration number: UWU/ENM/08/0013

Year 2012

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ABSTRACT

Entrepreneurial Orientation as a set of personal psychological traits, values, attributes, and attitudes strongly associated with a motivation to engage in entrepreneurial activities McClelland et al (1962).

Entrepreneurial Orientation (EO) has taken place as a basis of the strategy plan. Miller (1983) state that EO has emerged as an important concept in the strategic management over past two decades. Seongbae Lim (2005) suggests that EO provides sustainable growth to an organization. EO improves inherent capacities and capabilities of an organization. Moreover, it is a long lasting benefit to organizations.

However, pervious researches state that, impact of EO in performance depend on context of the study. Lumpkin and Dess (1996) state that relationship between EO and performance context specific and the dimensions of EO may vary independently of each other in a given context.

Therefore, study intends to investigate relationship between EO and organizational performance (OP). Moreover, identify level of EO in Sri Lankan context.

Study evaluating EO base on Miller's EO dimension such as innovation, risk taking and proactiveness.

Small scale enterprises in Uva province divide into nine categories. 100 enterprises obtain from proportionate allocation to nine categories. The study based on the primary data gathered from owner manager of the small scale enterprises. 100 questionnaires had used to collect primary data. Those questions were created based on 5-point likert scale. Statistical analysis was carried out using SPSS version 14 and MINITAB version 14. This study occupies mean, Chi square and Correlation for analysis.