



**FIRM LEVEL ENTREPRENEURSHIP AND FIRM
PERFORMANCE: EXPLORING RELATIONSHIPS WITH
SPECIAL REFERENCE TO THE HOTEL SECTOR**

This dissertation is submitted as a partial fulfillment of the degree of Bachelor of

Business Management in Entrepreneurship and Management

Index number: UWU/EX/10/0400

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Year 2014

ABSTRACT

Basic focus of this research study goes to how firm level entrepreneurship relates to firm performance. Firm level entrepreneurship is the extent to which a firm is engaged in entrepreneurial process and firm performance means the improvements of the firms mainly in financial as well as in non-financial terms. Firm level entrepreneurship consists with Corporate Entrepreneurship and Entrepreneurial Orientation. This study sought to analyze firm level entrepreneurship with firm performance in Hotel Industry in Colombo District.

In this study it is empirically evaluated five Corporate Entrepreneurship dimensions (Management Support, Work Discretion, Rewards, Time Availability and Organizational Boundaries) and five Entrepreneurial Orientation dimensions (Risk Taking, Autonomy, Innovativeness, Pro-activeness and Competitive Aggressiveness) and their impact on firm performance in hotels. The sample consisted of forty hotels in Colombo District, one manager from each hotel. Primary data were gathered through a questionnaire designed by the investigator.

The research findings revealed that firm level entrepreneurship is strong positively associated to firm performance and corporate entrepreneurship is the key driver which influence on firm performance in hotel industry in Colombo District.

Keywords: Firm Level Entrepreneurship, Corporate Entrepreneurship, Entrepreneurial Orientation, Firm performance, Hotel Sector