

**DETERMINANTS OF WILLINGNESS TO EXPORT: A STUDY OF
SMES IN BADULLA REGION**

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by
**JAYAWARDHANA MUDIYANSELAGE RASIKA YOHAN
DHARMASENA**

**Department of Export Agriculture
Faculty of Animal Science and Export Agriculture
Uva Wellassa University of Sri Lanka**

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ABSTRACT

Small and Medium Enterprises (SMEs) are regarded as one of the main driving forces of economic development of all economies. Although several studies were conducted to identify the determinants of the export performance in SMEs, no studies were conducted to identify the determinants of willingness to export in SMEs. The objective of the study was to determine the factors affecting the willingness to export of SMEs in Badulla region. Simple random sampling method was used to select the sample from target population. Binary Logistic Regression Analysis was used in the study to achieve the objective by using primary data. By the results of the analysis, education level and gender of the SMES, number of laborers of SME and income from the government sector were identified as the determinants of the willingness to export of SMEs in Badulla region.

Keywords: Badulla region, Determinants, Logistic regression, Small and Medium Enterprises, Willingness to Export.