



**CORPORATE ENTREPRENEURSHIP CLIMATE AND
ORGANIZATIONAL SALES PERFORMANCES OF FIVE
STAR HOTELS IN SRI LANKA**

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

Faculty of Management

Uva Wellassa University

Registration number: UWU/ENM/07/0020

Year 2011

Corporate Entrepreneurship Climate (CEC) and Organizational Sales Performances (OSP) in Five Star Hotels in Sri Lanka

ABSTRACT

Organizational climate depict clear-cut differences between a corporate entrepreneurial venture and a normal business venture as strategic renewal of building new business ideas and opportunities within large and established corporations. Since large enterprises with well-developed entrepreneurial climate have been sustain growth, the question arises whether this trend is applicable in the context of booming five star hotels in Sri Lanka. The study mainly aims at illustrating the relationship between corporate entrepreneurship climate (CEC) factors, identified in international corporate entrepreneurship (CE) literature and organizational sales performances (OSP), observed by organizational sales growth (OSG) in five star hotels in Sri Lanka. The study based on the primary data gathered through a questionnaire survey along with the personal interview from a sample of 35 top level managers, with 5 each from 7 hotels who represents 50% of the entire population of five star hotels in Sri Lanka and descriptive and inferential methods have been adapted to analyze the data. Key findings of the study indicate that there is significant positive trend in OSG and current degree of CEC, identified factors such as management support for CE (MSCE), time availability for CE (TACE), rewards/reinforcement for CE (RRCE) and organizational structure for CE (OSCE) are identified strongly while autonomous employees for CE (AECE) is identified moderately in contrast. Moreover, a strong positive relationship between overall CEC and OSG is identified significantly. Further, OSG has been most strongly influenced by MSCE, AECE, TACE and RRCE while OSCE has not been identified as a key factor that makes influence on OSG significantly. Further, it concludes that MSCE is the most critical factor towards OSG. Finally, this study recommends that firms have to adapt in many strategies that supports to promote CEC towards OSP of five star hotels in Sri Lanka.

Key words: *Corporate Entrepreneurship Climate, Organizational Sales Growth*