

Market Orientation and Entrepreneurial Orientation in Social Enterprises (With Special Reference to Jaffna District)

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Staying closer to their market is viewed vital in gaining strategic goals and sustainable goals for social enterprises since the approach widens their strategic capabilities on different fronts. Inventing this important knowledge gap, this study focused on identifying the role of market orientation nurturing entrepreneurial orientation of social enterprises. The research specifically focused on identifying the existing level of market orientation and entrepreneurial attributes of social enterprises and identifying the relationship between market orientation and entrepreneurship while assessing salient market orientation attributes influencing the entrepreneurial level. Relying on a quantitative research approach, 100 social enterprises from Jaffna district were surveyed. Descriptive statistics, correlation analysis, and multiple regression analysis were used to analyze the data for achieving the respective research objectives. Findings revealed that there is a positive relationship between market orientation and entrepreneurial attributes. Detailed findings further uncovered that barring the beneficiary orientation, donor orientation, peer orientation, and inter-functional coordination done in the region strongly influence the entrepreneurial level. Finally, this study contributes theory and facilitates social enterprises in Sri Lanka in reaching greater heights and it specified a growth way to the sector with the comparison to other business sectors.

Keywords: Social enterprises, Market orientation, Entrepreneurial orientation