



**AN EMPIRICAL STUDY ON IMPACT OF
ENTREPRENEURIAL ORIENTATION ON
BUSINESS PERFORMANCE; THE MODERATING
ROLE OF GENDER**

**(WITH SPECIAL REFERENCE TO SMALL AND MEDIUM
ENTERPRISES IN NORTH WESTERN PROVINCE)**

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

November, 2017

Name: W.L.D.M.Chalanika

Index Number: UWU/EX/13/0212

Department of Management Sciences

ABSTRACT

The association between Entrepreneurial Orientation (EO) and firm performance has been largely studied and reported mix results in the literature. Hence this study endeavored to identify the impact of EO on firm performance of SMEs in Sri Lanka.

The study focused on four objectives; first, to explore the relationship between EO and business performance, Second, to identify the impact of dimensions of EO on business performance, Third, to determine the most significant dimension and finally, to identify the moderating role of gender.

Innovativeness, risk taking, pro-activeness, autonomy and competitive analysis were considered as the dimensions of EO. Financial and nonfinancial performances were considered under the business performance. Fifty SME owner managers were selected from North Western Province as the sample of this study. The data were collected using self-administering questionnaires. Correlation coefficient, simple regression, multiple regression and hierarchical regression analysis techniques were used for statistical analysis.

The results revealed that there is a strong positive relationship between EO and business performance. Further, all dimensions of EO disclosed a positive impact on business performance while innovativeness and competitive aggressiveness displayed the highest significant relationship with firm performance. Finally, this study revealed that there is a significant moderating effect of gender on the relationship between EO and business performance.

In conclusion, the researcher recommends the Sri Lankan SME owner managers to develop EO to progress in the business and further the researcher recommends the respective authorities who are responsible on economic development to develop mechanism to inculcate EO on SME owners' mindset.

Key words: Entrepreneurial Orientation, Business performance, Gender, SMEs