

**THE IDENTIFICATION OF DIFFERENCES OF  
ORGANIZATIONAL PERFORMANCE IN TERMS OF START-UP  
MOTIVES  
(WITH REFERENCE TO SMEs IN KURUNEGALA DISTRICT)**

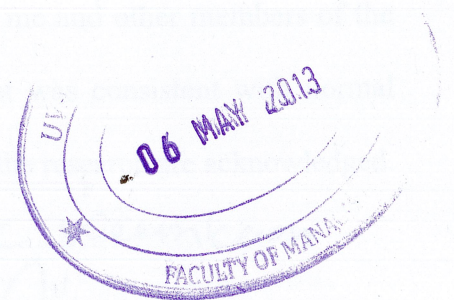
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## ABSTRACT

A Small and Medium Enterprises (SMEs) are important to developing countries where poverty and unemployment are the persisting problem in the economies. There are many reasons to start the business as SMEs, namely start-up motives. Business start-up motives are considered as those motivate people to start their own business venture Silva (2010). If they have a good motivation, they will look towards the future benefits of the hard work and strive to succeed. Organizational performance is the company's ability to produce the targeted output, satisfying the needs of different interest groups (Laitinen 2003). Previous scholars illustrated that start-up motive is one of predictor of organizational performance and few research findings were provided conflicting results. Moreover, there is less significant studies in the context of Sri Lanka with related to start-up motives and organizational performance. Therefore, research investigates to identification of differences of organizational performance in terms of start-up motives. Population was SMEs of Kurunegala district and the sample consists of 60 SMEs of Coir Manufacturing in Bingiriya. Data was collected via both interview and questionnaire.

Research was found that there is a significant difference of organizational performance in terms of start-up motives and SMEs owner manager who started business by pull motives are successful than push motives.

***Key words: Organizational performance, Small and medium enterprises, start-up motives***