



**MARKET ORIENTATION AND
ENTREPRENEURIAL ORIENTATION IN
SOCIAL ENTERPRISES
(WITH SPECIAL REFERENCE TO JAFFNA DISTRICT)**

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ABSTRACT

Social enterprises are one of major pillars to a country's sustainable development. At present, they are highlighted through a greater growth rate by researches in Sri Lanka based on the new consideration on the word of "Social Enterprises". As a key parameter to their success, being entrepreneurial is the potential to promote strategic directions within the enterprises. Market development and access play an important role in creative entrepreneurship as market opportunities eventually determine the circumstances that lead to success or failure in enterprises. Social entrepreneurial orientation is a company-level strategic orientation that captures the strategic practices, organizational philosophies and company attitudes of an organization that are entrepreneurial in nature, including innovative, pro-active and risk management aspects. This research focused on identifying the role of market orientation to lead entrepreneurial orientation of social enterprises, with special attention to Jaffna district. With market orientation attributes being independent variables, they were further divided into subsections to better quantitatively measure these subjective variables. The dependent variable, entrepreneurial orientation was further divided into three sub-dependent variables. The research had three major objectives; first two namely, identify the existing level of market orientation and entrepreneurial attributes in Jaffna district, and the final objective is to identify the relationship between market orientation and entrepreneurship to identify the salient market orientation attributes influencing the entrepreneurial level in Jaffna district. Using judgmental sampling, 100 respondents were selected, Primary data were collected by using questionnaire and questionnaire consists of 29 questions from seven sub variables. Data were collected from the filled questionnaires. Data analysis was carried through IBM SPSS software package. Descriptive statistics, correlation analysis and multiple regression analysis were used to analyze the data for achieving objectives of the study. Findings of the study revealed that there is a positive relationship between market orientation and entrepreneurial attributes. Detailed findings say 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 would be a done a greater job to increase the performance of social enterprises in Sri Lanka, through the reference area of Jaffna district.

Key words: *Social Enterprises, Market Orientation, Entrepreneurial orientation*