

THE IMPACT OF ENTREPRENEURIAL COMPETENCIES OF OWNERS ON ENTREPRENEUR PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES IN BATTICALOA DISTRICT



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ABSTRACT

In the competitive world, every entrepreneur is trying to achieve its competitive advantage. Therefore, SMEs should use its resources effectively in order to achieve its goals. One of the most important resources of every business is the human(entrepreneur). Any success of the SMEs will depend on how to tune the competencies of owners in order to achieve the entrepreneurial performance. To understand the real scenario, this study has specially focused on small and medium entrepreneurs and undertaken mainly three competencies of achievement, planning, and power competencies. The finding of this study investigated, which competencies are really impact on entrepreneurial performance.

The objectives of this study are to identify the level, relationship and impact regarding achievement competencies, planning competencies, power competencies on entrepreneurial performance of owners. To achieve these objectives, the stratified simple random sampling method is used as a sample of the study which was conducted among 100 entrepreneur(owners) from SMEs, enterprises are sole trader, partnership, company and others. However, data was collected through questionnaire and the analysis was conducted by SPSS with the measures at using descriptive, correlation analyses and regression analysis along with research hypothesis.

The findings show that how level of achievement competencies, planning competencies and power competencies on entrepreneurial performance. There is a significant weak positive relationship between achievement competencies, planning competencies and power competencies. There is significant impact of achievement competencies, planning competencies and power competencies on entrepreneurial performance.

Keywords: Entrepreneur Competencies (Achievement Competencies, Planning Competencies, Power Competencies), Entrepreneurial performance.

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