

**IMPACT OF ENTREPRENEURIAL COGNITION ON
STRATEGIC ORIENTATION**



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ABSTRACT

The study has been focused for identify how entrepreneurial Cognition impact on strategic orientation. Entrepreneurial Cognition is transference of knowledge, skills and motivation to encourage entrepreneurial success. Strategic orientation is an indication of direction of a business based on analysis of strengths, weakness, opportunities and threats. This study expects to analyze the level of entrepreneurial Cognition and strategic orientation, differences of level of entrepreneurial Cognition and strategic orientation and the effect of entrepreneurial education on strategic orientation.

The sample consisted with 400 small and medium scale owner mangers. A self-developed questionnaire was used to collect primary data. In findings, evidence significantly support for conclude that there is a positive relationship between entrepreneurial Cognition and strategic orientation. Further, findings conclude that SMEs owners in Trincomalee Secretariat area are highly focusing on entrepreneurial Cognition and moderately focusing on of strategic orientation.

Keywords - Entrepreneurial Cognition, Strategic Orientation, SMEs Owner Managers

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