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Impact of Entrepreneurial Characteristics on the Performance of Small Scale Enterprises in Vavuniya

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This study examines the impact of entrepreneurial characteristics on the performance of small-scale enterprises in the district of Vavuniya. This is with a view to evaluate the entrepreneurial characteristics impact on business performance and find out which entrepreneurial characteristics are most important to influence on business performance. Entrepreneurial characteristics were conceptualized within the combinations of achievement competencies, planning competencies and power competencies. Primary data, through questionnaire survey with direct personal interview techniques were collected from the 56 sample of small-scale entrepreneurs who are functioning in the district of Vavuniya. Data were analyzed using descriptive and inferential statistics. Also, correlation analysis and regression analysis were carried out to examine the relationship between contextual variables and business performance with the aid of Statistical Packages for Social Sciences (SPSS). This study hypothesized that entrepreneurial characteristic, as a composite as well as its dimensions don't have relationship with business performance. Findings of the result demonstrated that entrepreneurial characteristics have positive impact on business performance. Among the three salient competencies, planning competencies are the most important factor to influence on business performance.

Key words: Entrepreneurial characteristics, Business performance, Small-scale enterprises.