

Impact of entrepreneur's personal attributes on Entrepreneurial success with special reference to Badulla District

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Abstract

Entrepreneurial Success in a developing country like Sri Lanka is vital for accelerating, employment and uplifting the poor people's standard of living. Impact of entrepreneur's personal attributes help to uplift the standard of living among entrepreneurs. This study examines the way in which different personal attributes influencing their success. The analysis reveals that some personal attributes like multi- language skills, educational levels, family background, risk tolerance and innovativeness positively impact on entrepreneurial success. There is no distinct relationship between religiosity and success level of the respondents. The findings suggest that the importance to change entrepreneurial mind set and attitude from traditional view to innovative thinking. The entrepreneur promotes organization such as chamber of commerce, Universities & higher national institutions, business consultant firms and training institutes should provide the relevant educational programmes to fulfill the gaps of competencies in multi languages, enhancing the educational levels through non formal training, workshop and exposure visits. Further, it can be stated that the curriculum of schools at the primary and junior levels should be altered to incorporate theoretical content and exercises that would teach risk taking ability, innovativeness and achievement orientation among the masses from the very childhood and to develop a positive attitude towards entrepreneurship as a profession. Skills and talents that are required for them to drive the process to a success, but which can be learned and/or improved through training and experience.

Keywords: Entrepreneurial attributes, exposure visits.

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