

Organizational Culture as a Determinant Factor of Business Transformation on Agri-business in the Ampara District of Eastern Province in Sri Lanka – An Empirical Study.

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Abstract

Culture of an organization contributes firms to have a changing attitude. A culture supporting people's pursuit of change initiatives is important in coping with successful transformation. In Ampara district, there are enough resources for the development purpose, opportunity for self-employment, small scale businesses, and improvement of livelihood. Agri-business in Sri Lanka has been growing to a great extent and faces several challenges such as large scale businesses, technology change, globalization, and cultural barriers. The objective of this research paper is to understand the organizational culture in this district at present and identifies the constraints associated with it in the organizations and persons engaged in agribusiness for rapid transformation. For the purpose of the study, data were collected from 100 respondents in the region by using convenience sampling in this sector mainly with the use of structured questionnaire. It reviews prospective strategies and managerial implications towards the improvement of present system used in agribusiness sector in the region.

Keywords: Business transformation, Agri - business.

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