



FACTORS INFLUENCING ON ENTREPRENEURIAL OPPORTUNITY RECOGNITION IN SRI LANKA

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Entrepreneurship is one of the fastest developing concepts in the world's modern economic setting. Presently, in every industry and in both corporate and small businesses, entrepreneurs are regarded as the major driving force for expansion and development of an economy. In this context, Small and Medium Scale Enterprise (SME) sector provides significant level of contribution to the national economy by providing larger number of employment opportunities. Globally entrepreneurship depends on entrepreneurs' skills and ability to seek opportunities. In case of Sri Lanka, it is wrong to say business opportunities are lacking. There are some unsought opportunities for which people are still blind. Having taken this climate into consideration researchers intended to make a search of factors that have been considered by existing entrepreneurs in initiating their ventures. This study is survey based and it was enriched with qualitative and quantitative perspectives. According to results of preliminary survey and literature review, it was a puzzle to researchers that why many people who have willingness to initiate businesses have still failed to identify determinants that can be used to capture entrepreneurial opportunities in the country. In this context, in collecting data mainly primary and secondary sources were associated. In collecting data, a structured questionnaire was administered among 150 respondents selected from Western province including Gampaha and Colombo districts. The sample profile consisted of 75 respondents per district. For convenience of the analysis, it was supposed to consider only SME sector. The convenience sampling method was chosen to select the respective sample. As this is relevant to the inductive reasoning, overall study was worked out along with that approach. For the purpose of presenting and analysing data both descriptive and inferential statistics were associated. Under inferential statistics, multiple correlation analysis was applied. Based on the conclusion, social networks, cognitive factors, prior knowledge and educational background have significant positive relationships between entrepreneurial opportunity recognition in Sri Lanka. There is no any proper mechanism to motivate individuals in Sri Lanka to become as entrepreneurs. Funding sources of ventures in Sri Lanka also are highly lacking. Finally, the innovativeness and the creativity among Sri Lankans is apparently low in the current context in Sri Lanka in order to become as effective entrepreneurs.

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