

ENTREPRENEURSHIP CHARACTERISTICS AND BUSINESS PERFORMANCE OF SELECTED ENTREPRENEURS IN JAFFNA DISTRICT

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The business world is distinguished by entrepreneurs who had brought change and wealth. As the public relies on the popular belief that entrepreneurs are possessed with certain characteristics it is quiet natural to ask why these characteristics play a crucial role in entrepreneurs' life.

This study was aimed to assess whether there is any relationship between certain entrepreneurship characteristics and business performance and if so to what extend these characteristics impact business performance. It was also intended to assess which characteristics play an aggressive role in determining business performance.

The research has been guided by two hypotheses. Fifty entrepreneurs were taken as a sample to gather data to test the hypothesis. Correlation, t and f test were used to analyze the data. Further the study has reveled that certain entrepreneurship characteristics influence considerably more than other characteristics. Characteristics like opportunity seeking, determination, and interpersonal communication skill have much higher association with business performance than commitment to work, commitment to quality and efficiency, and planning and monitoring. In brief, it was found that to achieve high level of business performance, It is necessary to be in possession of certain entrepreneurship characteristics.

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