



Factors Affecting the Export Performance of Small and Medium Enterprises in Sri Lanka

S.M. Wickramanayaka

madhuwanthiwickramanayaka12@gmail.com

Abstract

The purpose of this study is to determine factors affecting the export performance of small and medium-scale entrepreneurs in Kurunegala district that relate to internal and external variables in the Kurunegala context. SMEs are necessary for the achievement of wider development objectives, including poverty eradication, reducing unemployment, promoting entrepreneurship activity, etc. There is a broad consensus that a strong SME sector is one of the main driving forces in the development of a market economy. Also, exports give the best support for earning foreign currencies. In such cases, poor export performance gives low export income from Sri Lanka. The study used primary data. The primary data collection method in this study used the questionnaire method. The researcher used a structured questionnaire method to collect data from the sample. A questionnaire is a written set of questions to which respondents record their answers, usually within rather closely defined alternatives. Respondents were selected through random sampling, and survey based questionnaires were used as an instrument for data gathering. Regression analysis was used to test the hypothesis, and correlation analysis was used to seek the correlation between variables. Secondary data will be collected from the World Report, the CBSL Report, the Department of Census and Statistics Reports, the EDB, the Internet, and research papers. The research indicated a significant positive impact of independent variables and export performance of SMEs. This study demonstrates that managerial competency and skills, technology, and government intervention improve export performance. The study will help policymakers and the government better understand the factors contributing to the success of some SMEs.

Keywords: SMEs, Export, Export Performance, Economy, Independent Variable

