

Towards a Coherent Picture on Entrepreneurial Venture Growth: A Study based on Sri Lankan Small and Medium Entrepreneurs

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Entrepreneurial venture growth is a multi-dimensional concept. There are no significant problems at their inception of the ventures and paradoxically a large proportion of new ventures fail is clear indeed, more than half of the ventures vanish within few years being founded. This research study would generate a clear understanding that the consideration of both inside and outside factors particularly are very rare in execution. Therefore these facts would be identified as a gap in the research field to be filled through the execution of this study. This research will be demonstrated to empirically examine the interaction between the two extensions of inside and outside factors affecting for the entrepreneurial venture growth. As per the internal quadrant the main constructs are leadership and cognition factors and external quadrant is represented by cultural factors. Pilot study will be done prior to the execution of the main study and it could affirm that reliability assessment is accurate. Based on the results it would use as a source in execution of the main analysis. Unit of analysis is on small and medium entrepreneurs in Sri Lanka and data will be collected covering the area of different sectors in Sri Lanka. Research data findings will be constructed with a sample of minimum 100 small and medium entrepreneurs and required data are gathered using an interviewer administrated structured questionnaire. Research hypotheses will be analyzed using structural equation modeling and finally both primary and secondary data will be used to conclude the dissertation. The results of this research could encourage the future researchers on the nexus of identification of entrepreneurial behavior in established firms embedded in organizational routines.

Keywords: *Entrepreneurship, Venture Growth, Leadership, Cognition, Motivation*