

## **Antecedents to the Export Market Orientation of BOI Registered Organizations in Sri Lanka**

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### **Abstract**

Export market orientation is one of the most important characteristics which is essential to develop in every organization. Since it is very important to make out the level of export market orientation of BOI registered organizations. Further, identification of potential antecedents of export orientation in the BOI registered organizations in Sri Lanka is essential to expand the quantity of export to obtain balance of payment positive value. Literature review of the study identified export experience, export environment and export coordination may impact the level of market orientation of BOI companies will be asses. BOI registered companies represent different sectors such as Tourism & leisure, Infrastructure, Knowledge services, Utilities, Apparel, Export Manufacturing, Export Services, Agriculture, Education. This is research mainly aims to measure the level of export market orientation of BOI registered companies in Sri Lanka. Population of the study is BOI registered companies in Sri Lanka. Sample size is 100 BOI registered companies representing Katunayaya, Biyagama & Seethawaka Export Processing Zones. Sample technique is Probability sample method is used for the research. Data collection method is both primary and secondary data will be used. A structured questionnaire with five point Likert scale questions will be used to collect primary data. Data analysis method is Descriptive statistic, co-relations and multiple regression methods are used with the analysis method of SPSS-20 (Statistical Package for the Social Sciences (SPSS)). This type of study is in minimum level in Sri Lanka and it is highly needed export business performs well and new business should be started. And also this study will be contributed enterprises to do export business in a strength way. This leads to success export business and it should be evaluated from various related factors on export market.

**Keywords:** *Export Coordination, Export Experience, Export Environment, Export Innovation, Export Market Orientation, Export Performance*