

FACTORS INFLUENCE ON SURVIVAL OF MICRO, SMALL AND MEDIUM ENTERPRISES IN SRI LANKA: IN CONTEXT OF COVID 19

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Abstract

This research is related to identifying the factors that impact on Survival of Micro, Small and Medium Enterprises in Sri Lanka in the context of Covid 19. There are many research papers available related to factors impact on growth of Micro, Small and Medium Enterprises. The purpose of this study is to explore the factors that impact on survival of MSMEs in Sri Lanka: In the context of Covid 19. Qualitative methodology was used in the study and findings are based on survey analysis. The survey was done through a questionnaire created by the researcher from the literature and distributed among MSMEs owners in Sri Lanka. This study basically used correlation and regression analysis to analyze the data. Further data analysis was conducted through the Statistical Package for Social Sciences which is called SPSS software. The major finding of this study was entrepreneurial skills, technology, Usage of accounting practices, marketing platforms and government support have a positive impact on the survival of the MSME sector. The findings of this study will support to survival MSMEs sector under the sudden shock in the economy as well as other organizations to survive.

Keywords: *Survival of MSMEs, Covid 19, skills, Technology, Marketing platform, Government Support & Policies, Usage of accounting practices.*