

Relationship between Opportunity Recognition and Sustainability of Small Businesses in Sri Lanka

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Entrepreneurship nowadays is one of the fastest developing and expanding fields in the modern economic settings. Present in every industry and on both corporate and small business level, entrepreneurs are often regarded as the driving economic force for improvements and expansion. Nevertheless, with both scholars and practitioners increasingly recognizing the importance of this field and related research areas, an aspect receiving the most attention is the opportunity recognition and idea generation process. This study intends to identify whether high level opportunities mediate the relationship between opportunity recognition and firm's sustainability positively. The key constructs which give more concern in the research are sustainability & opportunity recognition. A structured questionnaire and interview will be used to collect data, and use regression model and descriptive statistics to analyze data. Small entrepreneurs will be selected in relevant provincial councils in Gampaha district.

Keywords: *Sustainability, Opportunity Recognition, Levels of Opportunity Recognition*