

orientation and TQM especially in the Sri Lankan context. The study concludes with a discussion of the insights generated by the findings linking with theoretical knowledge and directions for future research.

Keywords: Automobile Sensor Manufacturing, Corporate Entrepreneurship, Entrepreneurial Orientation, Total Quality Management

1. Introduction

Entrepreneurship plays an important role in today's dynamic business world as a driver of innovation by creating new products, services and new organizations (Stevenson & Jarillo, 2007). The development of a country and its economy rely on the success of organizations and industries that create employment, utilize resources, introduce new technology and brings foreign income etc. (Kuckertz & Wagner, 2010).

As highlighted, there are several studies to examine entrepreneurship, entrepreneurial orientation of a firm and its role on innovation and performance implications. However, the literature is silent on the implications of TQM best practices, entrepreneurial orientation of an organization.

2. Research Questions and Objectives of the Study

Development of novel business approaches such as outsourcing labour and globalization has caused intense competition among companies. Customers have more choices and customer demands are ever increasing. Therefore, business organizations need to be efficient and effective with their organizational management in order to utilize resources in a manner which benefits the organization. Organizations thus look into growth and long-term outlook and organizational mission and vision is geared to achieving organizational goals (Economou & Chatzikonstantinou, 2009). This notion is especially applicable to entrepreneurs who start business organizations with the intention of growth, sustainability, improved performance, survival and