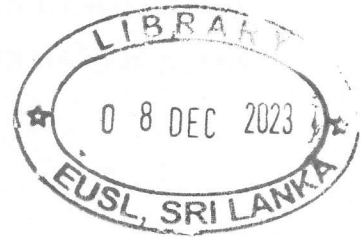


**GREEN ENTREPRENEURIAL ORIENTATION AND GREEN  
INNOVATION IN SMALL AND MEDIUM – SIZED  
ENTERPRISES (SMES) IN BATTICALOA**



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## ABSTRACT

This study investigates the green entrepreneurial orientation and green innovation in small and medium sized enterprises (SMEs) in Batticaloa. This study was implemented with three dependent variables there are green social performance, green environmental performance and green economic performance, green entrepreneurial orientation is identified as independent variable and green innovation is mediating variable.

Thus the primary motivation for this research is to eliminate the empirical knowledge gap in Batticaloa regarding this topic, green entrepreneurial orientation and green innovation in small and medium sized enterprises (SMEs) with a focus on the mediating role of the green innovation. By doing so, this study aims to provide small and medium sized enterprises (SMEs) with insights into how they can optimize their green entrepreneurial orientation and green innovation.

Here selected small and medium sized enterprises (SMEs). In this study, the researcher attempts to highlight a difference between practical and theoretical contexts, by using the information found in the particular small and medium sized. For this purpose, the survey questionnaire was considered as a tool to get responses from 210 small and medium sized enterprise owners in Batticaloa.

In this study the statistical tools that used to the collected data were analyzed by using descriptive statistics, correlation, and regression. The findings show that the green entrepreneurial orientation and green innovation are in a high level among the respondents of SMEs. The analyses stated the positive relationship between the green entrepreneurial orientation and green innovation. Therefore these findings help future researchers to create their content effectively

**Keywords: Green Entrepreneurial Orientation, Green Innovation, Green Social Performance, Green Environmental Performance and Green Economic Performance**

## TABLE OF CONTENT

ACKNOWLEDGEMENT .....	i
ABSTRACT.....	ii
TABLE OF CONTENT .....	iii
LIST OF TABLE .....	ix
LIST OF FIGURE.....	xii
CHAPTER – 1 .....	1
INTRODUCTION .....	1
1.1 Background of the study .....	1
1.2 Problem statement/ Research gap .....	3
1.3 Research Questions .....	4
1.4 Research Objectives .....	5
1.5 Significance of the study .....	6
1.6 Scope of the study .....	6
1.7 Chapter organization .....	7
1.8 Chapter Summary.....	8
CHAPTER - 2.....	9
LITERATURE REVIEW .....	9
2.1 Introduction .....	9
2.2 Green Entrepreneurial Orientation .....	9
2.3 Green Innovation.....	11
2.4 Green Economic Performance .....	12
2.5 Green Environmental performance .....	13
2.6 Green Social performance .....	14
2.7 The Relationship between Green Entrepreneurial Orientation and Green Innovation.....	14
2.8 The Relationship between Green Innovation and Social, Environmental, and Economic Performance .....	16
2.9 Chapter Summary.....	18
CHAPTER - 3 .....	19
CONCEPTUALIZATION AND OPERATIONALIZATION .....	19
3.1 Introduction .....	19
3.2 Theoretical Foundation: Resource-Based View Theory .....	19

3.3 Conceptualization.....	20
3.3.1 Conceptual Framework.....	20
3.4 Definition of Key Concepts and Variables.....	21
3.4.1 Green Entrepreneurial Orientation.....	21
3.4.2 Green Innovation.....	22
3.4.3 Green Environmental Performance.....	22
3.4.4 Green Economic Performance.....	23
3.4.5 Green Social Performance.....	23
3.5 Operationalization.....	24
3.6 Chapter Summary.....	26
CHAPTER - 4.....	27
RESEARCH METHODOLOGY.....	27
4.1 Introduction.....	27
4.2 Research Philosophy.....	28
4.3 Research Approach.....	28
4.4 Research Strategy.....	29
4.5 Methodological Choice.....	29
4.6 Time Horizon.....	30
4.7 Research Site/ Area Selection.....	30
4.8 Population of the Study.....	30
4.8.1 Sampling.....	31
4.8.2 Sample Size.....	31
4.9 Method of Data Collection.....	32
4.9.1 Primary Data.....	32
4.9.2 Secondary Data.....	32
4.10 Research Instrument.....	33
4.11 Method of Data Measurement.....	34
4.11.1 Method of Measuring the Personal Information.....	34
4.11.2 Measurement of Variables.....	34
4.12 The Pilot Study.....	35
4.13 Data Presentation, Data Analysis, and Evaluation.....	36
4.13.1 Data Presentation.....	36
4.13.2 Data Analysis and Evaluation.....	36
4.13.3. Reliability and Validity Analysis.....	37
4.14 Unit of Data Analysis.....	37

4.15 Methods of Data Analysis .....	38
4.15.1 Univariate Analysis .....	39
4.15.2 Bivariate Analysis.....	40
4.15.2.1 Correlation Analysis .....	40
4.15.3 Multivariate Analysis .....	41
4.15.3.1 Regression Analysis.....	41
4.15.3.2 Testing for mediation.....	41
4.16 Testing Hypotheses .....	44
4.17 Chapter Summary.....	45
CHAPTER - 5 .....	46
DATA PRESENTATION AND ANALYSIS .....	46
5.1. Introduction .....	46
5.2. Reliability Test.....	46
5.3 Data Presentation and Analysis of Demographic Information.....	47
5.3.1 Distribution of Gender.....	47
5.3.2 Distribution of Age group.....	47
5.3.3 Distribution of Level of Education.....	48
5.3.4 Distribution of Business Age.....	48
5.3.5 Distribution of Number of Employees .....	49
5.4 Data Presentation and Analysis of Research Information.....	49
5.4.1 Univariate Analysis .....	49
5.4.1.1 Level of Green Entrepreneurial Orientation among small and medium size enterprises owners. ....	50
5.4.1.2 Level of the Green Innovation among small and medium size enterprises owners.....	50
5.4.1.3 Level of Green Social Performance among small and medium size enterprises owners.....	51
5.4.1.4 Level of Green Environmental Performance among small and medium size enterprises owners. ....	51
5.4.1.5 Level of Green Economic Performance among small and medium size enterprises owners.....	51
5.4.2 Bivariate Analysis.....	52
5.4.2.1 Pearson Correlation Analysis.....	52
5.4.2.1.1 Correlation between Green Entrepreneurial Orientation and Green Social Performance. ....	53
5.4.2.1.2 Correlation between Green Entrepreneurial Orientation and Green Environmental Performance.....	53

5.4.2.1.3 Correlation between Green Entrepreneurial Orientation and Green Economic Performance. ....	54
5.4.2.1.4 Correlation between Green Entrepreneurial Orientation and Green Innovation.....	54
5.4.2.1.5 Correlation between Green Innovation and Green Social Performance. ....	55
5.4.2.1.6 Correlation between Green Innovation and Green Environmental Performance. ....	55
5.4.2.1.7 Correlation between Green Innovation and Green Economic Performance. ....	56
5.4.3 Regression Analysis .....	56
5.4.4 Mediation Analysis.....	68
5.5. Testing Hypotheses .....	76
5.6. Summary .....	77
CHAPTER - 6.....	78
FINDING AND DISCUSSION.....	78
6.1 Introduction.....	78
6.2 Demographic factors of respondents.....	78
6.2.1. Gender .....	78
6.2.2. Age.....	78
6.2.3. Education .....	79
6.2.4. Business Age .....	79
6.2.5. Number of Employees.....	79
6.3 Discussion of Research Information .....	79
6.3.1 Discussion for Objective One.....	79
6.3.1.1 Level of Green Entrepreneurial Orientation .....	79
6.3.1.2 Level of Green Innovation .....	80
6.3.1.3 Level of Green Social Performance .....	80
6.3.1.4 Level of Green Environmental Performance .....	80
6.3.1.5 Level of Green Economic Performance.....	81
6.3.2 Discussion for Objective Two .....	81
6.3.2.1 Relationship between Green Entrepreneurial Orientation and Green Social Performance .....	81
6.3.2.2 Relationship between Green Entrepreneurial Orientation and Green Environmental Performance .....	81
6.3.2.3 Relationship between Green Entrepreneurial Orientation and Green Economic Performance.....	82

6.3.2.4 Relationship between Green Entrepreneurial Orientation and Green Innovation .....	82
6.3.2.5 Relationship between Green Innovation and Green Social performance .....	83
6.3.2.6 Relationship between Green Innovation and Green Environmental Performance .....	83
6.3.2.7 Relationship between Green Innovation and Green Economic Performance .....	83
6.3.3. Discussion for Objective Three .....	84
6.3.3.1 Simple Regression between Green Entrepreneurial Orientation and Green Innovation. ....	84
6.3.3.2 Simple regression of the Green Innovation and Green Social Performance. ....	84
6.3.3.3 Simple regression of the Green Innovation and Green Environmental Performance. ....	85
6.3.3.4 Simple regression of the Green Innovation and Green Economic Performance. ....	86
6.3.4. Discussion for Objective Four .....	86
6.3.4.5 Multiple Regression of mediation analysis Green Social Performance on Both Green Entrepreneurial Orientation and Green Innovation .....	86
6.3.4.6 Multiple Regression of mediation analysis Green Environmental Performance on Both Green Entrepreneurial Orientation and Green Innovation .....	87
6.3.4.7 Multiple Regression of mediation analysis Green Economic Performance on Both Green Entrepreneurial Orientation and Green Innovation .....	88
6.4 Findings from Hypotheses Testing .....	88
6.5 Chapter Summary .....	89
CHAPTER - 7 .....	90
CONCLUSIONS AND RECOMMENDATIONS .....	90
7.1 Introduction .....	90
7.2 Conclusions .....	90
7.2.1 First Objective .....	90
7.2.2 Second Objective .....	91
7.2.3 Third Objective .....	91
7.2.4 Fourth Objective .....	92
7.3 Contribution of the Research .....	94
7.4 Recommendations .....	94

7.5 Limitations of the Study.....	95
7.6 Directions for Future Study.....	95
7.7 Chapter Summary.....	96
REFERENCES .....	97
APPENDIX 01.....	103