

**STRATEGIES TO ESTABLISH SUSTAINABLE  
ENTREPRENEURSHIP IN SMALL AND MEDIUM  
CONSTRUCTION FIRMS IN SRI LANKA**

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Degree of Master of Science in Project Management

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## **ABBREVIATIONS**

SME – Small and Medium Scale

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## DEDICATION

I offer this research to

*My family members for their priceless backing and inspirations,*

that energies me to my activities

## DECLARATION

I declare that this is my own work and this thesis/dissertation does not incorporate without acknowledgement any material previously submitted for a Degree or Diploma in any other university or institute of higher learning and to the best of my knowledge belief it does not contain any material previously published or written by another person except where the acknowledgement is made in the text.

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.....

R.P.S. Ranaweera

30<sup>th</sup> April 2023

Date

The above candidate has carried out research for the Masters Dissertation under my supervision.

.....

Dr. Pournima Sridarran,  
Dissertation Supervisor

30<sup>th</sup> April 2023

Date

## ABSTRACT

### **Strategies to establish Sustainable Entrepreneurship in Small and Medium Sri Lankan construction firms”**

Traditional entrepreneurship, environmental entrepreneurship, and social entrepreneurship have all been combined to create sustainable entrepreneurship. Entrepreneurs in modern construction industry have been adapted the sustainable entrepreneurship instead of the conventional entrepreneurship due to high concern on sustainability in the world economy. Due to their lack of knowledge about sustainable entrepreneurship, small and medium-sized business owners in Sri Lanka's construction industry only use sustainable practices in their projects. But, sustainable entrepreneurship is a more complex concept than mere application of sustainable practices to their projects as above mentioned. Therefore, this study was focused to propose suitable strategies to establish sustainable entrepreneurship within Small and Medium firms in the construction industry of Sri Lanka.

The qualitative research methodology was used to address the research problem. Entrepreneurs of Small and Medium Construction Firms in Sri Lanka were interviewed in semi-structured interviews to get pertinent data for the research's aim and objectives. Data from the collection was analyzed using cross-analysis and content analysis. Furthermore, recommended solutions for establishing sustainable entrepreneurship within Small and Medium firms in Sri Lanka were generalized to the Sri Lankan context.

The findings from this research revealed that Sri Lankan small- and medium-sized businesses can benefit from the concept of sustainable entrepreneurship. The research additionally determined factors that support and hinder the development of sustainable entrepreneurship within Small and Medium Sized Businesses in the Sri Lankan Construction. Eventually, this study achieved the research purpose by offering relevant methods for fostering sustainable entrepreneurship within Small and Medium-Sized Businesses in the Sri Lankan Construction Industry based on the study's findings.

**Keywords:** *Sustainable Entrepreneurship, Small and Medium Construction Firms, Sri Lanka*