

## **THE NEED FOR AFFILIATION AS A MODERATOR IN THE BEHAVIOUR OF ENTREPRENEURS**

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### **ABSTRACT**

In his book **The Achieving Society**, David McClelland describes how the Needs for Achievement, Power and Affiliation independently affect business drive and national achievement. This paper presents the view that although the Needs for Achievement and Power may be independent of each other and yet epitomize masculinity on the lines of Hofstede, the Need for Affiliation moderates both these needs for the benefit of the entrepreneur by its essential feminine qualities. The evidence of this interaction is analyzed through current international thought and in the light of evidence in the Sri Lankan situation, too.

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