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Continuous Growth through Entrepreneurial Leadership: A Casestudy on a Packaging Company in Sri Lanka

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Abstract

A humble man who pursues high standards in quality establishes one of the most foremost brands in the packaging industry in Sri Lanka. Korean SPA Packaging (Pvt) Ltd exhibits continuous growth over a long period. Continuous growth measures through several factors—the three critical drivers of constant growth identified as entrepreneurial leadership, operational performance, and green practices. The authors referred to in-depth research deliberations to explore the three drivers and the outcome and developed a conceptual framework to focus on the case study. The authors conducted ten in-depth interviews and four focus group discussions with a structured interview guide, apart from the secondary sources. The findings of this case study would help many businesses as executing entrepreneurial leadership is not bound to a particular industry but to any company that seeks more promising returns. The case showcases how leaders drive performance and green practices.

Keywords: Entrepreneurial leadership, Operational Performance, and Green Practices