

LIST OF REFERENCES

- Chamara Bandara (2016) What Causes SMEs Fail in Sri Lanka. Retrieved December 20, 2017 from Daily mirror web site, <http://www.dailymirror.lk/101755/what-causes-smes-to-fail-in-sri-lanka>
- Chuck,Hodell,(2013). *SMEs from the Ground Up*. ASTD Press,USA
- Daft, R.L. (2012). *New Era of Management*, New Delhi: Cengage Learning.
- Definition and Importance of Project Controls. (2015). Retrieved 10 December 2017, from <http://projectcontrols.com>
- David, H, Holt. (2010). *Entrepreneurship New Venture Creation*. PHI Learning Private Limited, New Delhi
- Develop the skills that you need for life. Retrieved July 18 2017, from Skillsyouneed web site, <http://www.skillsyouneed.com/ips/listening-skills.html>
- Godeon, S. (2010). What is Entrepreneurship? *Entrepreneurial Practical review*, 1
- Institute of Policy Studies of Sri Lanka, (2014). *Sri Lanka State of the Economy*, Colombo.
- Kotler,P., Amstrong, G. (2013). *Principles of Marketing*, New York: Pearson Publication.
- Kuratko, D.F., & Rao, T.V. (2016). *Entrepreneurship (8th ed.)*. Cengage Learning India Pvt. Ltd. Delhi
- Life cycle of the business. Retrieved November 22 2017, from Idea-sandbox.com
- Liyanage, U. (2003). *Anatomy of a Brand*. Journal of the Institute of Chartered Accountants of Sri Lanka, 45(2), 14-17.

Ministry of Industry and commerce. National Policy Framework for Small and Medium Enterprise (SME) Development. Retrieved November 1, 2017, from Ministry of Industry and commerce web site, http://www.industry.gov.lk/web/images/pdf/framew_eng.pdf

Osterwalder, A., & Pigneur, Y. (2010). *Business Model Generation*, New Jersey: John Wiley & Sons Inc.

Perera, Q. (2017). Sri Lankan SMEs account for 53% of GDP. Retrieved December 1 2017, from Sunday times web site: <http://www.sundaytimes.lk/170723/business-times/sri-lankan-smes-account-for-53-of-gdp-250994.html>

Robbins, S.P., Judge, T.A., & Vohra, N. (2012). *Organizational Behavior*, New Delhi: Dorling Kindersley (India) Pvt. Ltd.

SME definition. Retrieved August 18 2017, from department of statistics web site, <http://www.statistics.gov.lk/>,

Thompson, A., Peteraf, M.A., Gamble, J. E., Strickland, J. E., & Jain, A.k. (2015). *Crafting and Executing Strategy*, (18th ed.). New Delhi: McGraw Hill Education (India) Private Limited.