

# EXPLORING THE PUSH AND PULL FACTORS INFLUENCING INTRAPRENEURSHIP IN SRI LANKAN SMES: FACTORS, FRAMEWORK, AND IMPLICATIONS

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Corporate entrepreneurs work towards solutions to social and environmental problems, while intrapreneurs are individuals within the company creating innovative start-up initiatives. Large companies tend to focus on corporate entrepreneurship, whereas small and medium-sized enterprises (SMEs) often prioritize intrapreneurship. Previous studies have primarily focused on the factors influencing the development of corporate entrepreneurship in large-scale firms and SMEs and revealed that SMEs in Sri Lanka struggle with incorporating intrapreneurship due to financial strain, risk aversion, change resistance culture, and structural issues. This research aims to investigate the push and pull factors influencing the implementation of intrapreneurship in SMEs in Sri Lanka. Specific objectives are to explore these factors and develop a framework for intrapreneurship that facilitates the development and use of intrapreneurship for firm growth. This qualitative study was conducted in Sri Lanka to examine the push and pull factors influencing intrapreneurship in SMEs From January to May 2024. Fifteen SME owners from different provinces across Sri Lanka were selected through purposive sampling to ensure the appropriateness of the participants to the research questions. This research examines the critical factors that foster intrapreneurship among small and medium enterprises (SMEs) in Sri Lanka. The study explored several push and pull factors, including internal consistency, innovative approaches, customization, resource constraints, emerging new markets, new funding support, competitive advantages, technological advances, and fostering learning environments. Through thematic analysis, the research developed themes and frameworks for intrapreneurship. Theoretically, this study identifies key push and pull factors such as internal consistency, innovative approaches, customization, resource constraints, emerging new markets, new funding support, competitive advantages, technological advances, and fostering a learning environment to promote intrapreneurship culture within SMEs.

**Keywords:** Intrapreneurship, Push and pull factors, Qualitative study, SME sector, Sri Lanka, Thematic analysis