

## Entrepreneurial characteristics of Jaffna investors

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With the ongoing cease-fire between the conflicting parties of the ethnic war in Sri Lanka, there is more focus on re-building the North-East economy. Jaffna forms obviously the prime target of this effort.

Although the Jaffna investor is not basically any different from others, yet, the socio-economic as well as the socio-cultural environment of peninsular Jaffna has made them rather a unique lot. It is in this context that this study proposes to examine the entrepreneurial characteristic of the Jaffna investor. A major objective of the paper is to test the hypothesis that the Jaffna investor is more enthusiastic, energetic, and eager in her/his approach. The analysis will first dwell on the initiative of the Jaffna investor in pre-war conditions and, then, move on to examine the influence of the war on her/his efforts. Particular attention will be paid to see whether the war has, contrary to usual expectations, brought in any positive effects on the entrepreneurial activity.

In terms of a regional focus, the study could prove to be a very useful contribution. It throws more light not only on the business acumen of Tamils, but also on its socio-cultural dimension.

**Key words:** Entrepreneurial characteristics; Investors; Socio- economic issues; Cultural dimension; Ethnic conflict