

## **Factors Affecting to Become Internationally oriented Technopreneurs: A Study on Internationalized Tech-based Fruit and Vegetable SMEs in Puttalam District of Sri Lanka**

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In Sri Lanka's context, tech-value addition for export agricultural produce is bit buzz but highly trending avenue to research on. As a nation, it is quite challenging but emerging trend in present domestic and global business circumstances where individuals keen on commencing internationally oriented agri-business activities with high technology sense. Typical and conventional business activities are improved by technopreneurs through enhancing perceived tech-value for the customers (Jeffery & McMullen, 2006) Therefore, this research study was conducted as to identify the factors effect mostly and their respective contributory values when becoming internationalized technopreneurs with special reference to internationalized tech-based fruit and vegetable SMEs. Relevant theories and empirical reviews pertaining to the study was referred in order to grasp available knowledge. Out of 461 Internationalized TSMEs population, a sample of 240 were selected from Puttalam district. Mixed Approach was used to carry out the research where both quantitative and qualitative aspects of study scope was covered. Questionnaire was used as the main source of data collection plus analyzed using SPSS 24.0. A qualitative analysis, regression analysis, correlation analysis plus other PLS analysis were used comprehensively. The research identified that Access to International Markets, Attitudes of the Entrepreneurs, Government Assistance, Technopreneurial Knowledge as key factors affecting on becoming internationally oriented technopreneurs in Puttalam district's Internationalized Tech-based Fruit and Vegetable Small and Medium Enterprises. In addition, it was identified the technopreneurial knowledge is the most contributing factor hence independent variables of Access to International Markets, Attitudes of Farmers, Government support, technopreneurial knowledge have strong positive relationships with the tendency of becoming an internationalized technopreneur. A well-coordinated access methods to move towards emerging international markets, essentially the development of concurrent global technopreneurial knowledge and awareness, skills and competencies of technopreneurs will contribute positively to fill the present knowledge gap.

**Keywords:** *Technopreneurs, Internationalized tech-based SMEs, Tech-innovation*

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