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## UNCOMPETITIVE TRENDS IN SRI LANKAN INDUSTRIES AND THE MIND SET OF INDUSTRIALISTS

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### ABSTRACT

*This study examines the patterns of uncompetitive behaviour that have manifested in the country's business sector and the mental assumptions that seem to underlie such behaviour. The study covers four important industries viz. tea, garments, gems and tourism, and is based on discussions held with industry practitioners. Several patterns of uncompetitive behaviour are identified in this study viz. the absence of an information-seeking culture, lack of a planning culture and competitive strategy, lack of innovation, a poor work ethic, and company reliance on State patronage. A strong dependency syndrome with all its negative connotations, seems to lie at the heart of such uncompetitive behaviour. Unless conscious and continuous efforts are made to overcome these negative attributes, they are likely to act as a continuing obstacle to industry competitiveness.*

**Key words:** *Uncompetitive behaviour, Strategy, Mind set, Culture and work ethic, Sri Lankan Industries*