

## **A Study on Determinants of Entrepreneurial Intention among Final Year Undergraduates of the University of Sri Jayewardenepura**

Sahanika H.M.D

Department of Economics, Faculty of Humanities and Social Sciences, University of Sri Jayewardenepura

*d.sahanikahr@gmail.com*

### **ABSTRACT**

One of the ongoing challenges in entrepreneurship research is understanding what factors can divert individuals to alter their minds and intentions toward engaging in entrepreneurial activity. To contribute to the literature on entrepreneurial intention, using Ajzen's theory of planned behavior, which states that attitude toward the behavior, subjective norms, and perceived behavioral control determine intention, this quantitative study focused on examining the determinants of entrepreneurial intention among final-year undergraduates at the University of Sri Jayewardenepura, and additionally, three other determinants were investigated, namely, university entrepreneurship support, perceived innovativeness, and business role models. In this study, the convenient sampling technique was executed for its practical advantages in accessing participants efficiently within the constraints of the study, and the sample of the research consisted of 333 final-year undergraduates from four faculties. A structured questionnaire was deployed as the instrument to collect primary data. The data was analysed using SPSS and, structural equation modelling technique by using AMOS version 23. The study's findings demonstrated that attitude toward behavior and perceived behavioral control have a strong positive impact on determining entrepreneurial intention. Out of the two independent variables, attitude toward behavior had the strongest influence on entrepreneurial intentions. Surprisingly, subjective norms, university entrepreneurship support, perceived inventiveness, and business role models failed to exert a significant effect. Accordingly, this result strongly implies that, rather than focusing on other aspects, attempts to enhance undergraduates' attitudes can result in the achievement of a high level of entrepreneurial intention. Based on the main outcomes, the study presents recommendations for empowering entrepreneurial intention among university undergraduates, particularly emphasizing the role of universities and the general government. By justifying the application of the theory of planned behavior following its significance, the study proposes and calls for new lines of future research to a better understanding of the factors of construction and how these factors affect the entrepreneurial intentions of students.

**Keywords: Entrepreneurial Intention, Theory of Planned Behavior, Undergraduates, University of Sri Jayewardenepura, Sri Lanka.**