

ENTREPRENEURIAL INTENTION AMONG FINAL YEAR UNDERGRADUATES OF UNIVERSITY OF SRI JAYWARDENEPURA

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Promoting entrepreneurship among undergraduates has become a national priority of many countries as it provides effective solutions for problems associated with unemployment and unrest among youth. Recent entrepreneurial initiatives have contributed to uplift the level of economic growth and living standards of many modern economies. With the prominence on young entrepreneurs, it has become a wide research spectrum to test the entrepreneurial intention of undergraduates and providing recommendations for further development of this intention. The purpose of this empirical research is to find out the entrepreneurial intention of the final year Undergraduates of University of Sri Jayewardenepura (USJ), Sri Lanka and come up with the suitable recommendations to enhance the entrepreneurial intention of the undergraduates of the university. 340 final year undergraduates from the University of Sri Jayewardenepura contributed to this study by responding to a structured questionnaire prepared based on Ajzen (1991) model of Theory of Planned Behaviour and modified appropriately. After confirming the validity and reliability the data analysis was done through Univariate, Bivariate and Multivariate analytical tools using Statistical Package for the Social Sciences (SPSS). The study revealed that Attitudes towards Behaviour, Subjective Norms, Perceived Behavioural Control and Entrepreneurial Education are positively related with the Entrepreneurial Intention of the final year Undergraduates.

Keywords: *Theory of planned behaviour; Entrepreneurial intention; Attitude towards behaviour; Subjective norms; Perceived behavioural control; Entrepreneurial education Level*
