



## **FACTORS AFFECTING ENTREPRENEURIAL INTENTION AMONG FEMALE UNDERGRADUATES IN SABARAGAMUWA UNIVERSITY OF SRI LANKA**

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### **INTRODUCTION**

Entrepreneurship is considered as a psychological process that entails creativity and conceptualization. Due to the current health crisis and its high unemployment rate, the labor market increasingly requires multidisciplinary undergraduates with entrepreneurial intentions. The entrepreneurial intention has received a significant amount of attention from researchers as a development tool for many countries. Even though a university curriculum focuses on entrepreneurship, it is recognized that creating successful female graduate entrepreneurs is still controversial in the Sri Lankan context. As well as there is a lack of evidence for the entrepreneurial intention of female undergraduate students in Sri Lanka. Therefore, the purpose of this research is to examine the antecedence for entrepreneurial intentions of Female undergraduates in the Sabaragamuwa University of Sri Lanka.

### **METHODOLOGY**

Theory of Planned Behaviour has been generally shown as a significant predictor of both intention and the behavior. The constructive predictors of intention, attitude, subjective norm, and perceived behavioral control were used to predict the entrepreneurial intention among female university undergraduates. A questionnaire survey under deductive approach was used to collect quantitative data for predicting the factors from the 183 female undergraduates of the Faculty of Management Studies, Sabaragamuwa University of Sri Lanka. Data were taken by the convenience sampling method through a structured questionnaire. Regression and correlation analyses were conducted to achieve the research objectives.

### **RESULTS AND DISCUSSION**

The findings indicate that the mean value of female students' entrepreneurial intention is 2.779 and the standard deviation of 0.781. Furthermore, the findings indicate that attitude (0.469  $\beta$  value), subjective norms (0.256  $\beta$  value), and perceived behavioural control (0.328  $\beta$  value) positively affect the entrepreneurial intention at 0.000 significant level. This is congruent with many studies conducted by different scholars (Ghazali, Ibrahim, & Fakhrul , 2013; Goyanes, 2015). Overall, the study results show



that the model has a good model fit with the adjusted  $R^2$  value of 62.5% and can be used to explain the theory.

## CONCLUSION

However, most of the participants in this survey answered that they like to move to higher education or become a salaried employee other than becoming an entrepreneur. Authorities can use the study results, to make government, and other relevant parties aware of the entrepreneurial intention and how the intentions towards entrepreneurship can be stimulated.

## REFERENCES

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