

**DIGITAL ENTREPRENEURIAL INTENTION AMONG  
UNDERGRDUATE IN SRI LANKA, ENTREPRENEURIAL  
ORIENTATION AS A MODERATOR AND ENTREPRENEURIAL  
ALERTNESS AS A MEDIATOR**



**PAUL JOHN NEWTON JOHN**

**REG NO: EU/IS/2019/MS/131**

**INDEX NO: MS2311**



FCM2943

Project Report  
Main Library, Eastern University, Sri Lanka

A project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, in partial fulfillment of the requirements for the Degree of Bachelor of Business Administration Honours.

**DEPARTMENT OF MANAGEMENT  
FACULTY OF COMMERCE AND MANAGEMENT  
EASTERN UNIVERSITY, SRI LANKA**

**2025**

## ABSTRACT

This study explores digital entrepreneurial intention among undergraduates in Sri Lanka, examining the role of entrepreneurial orientation as a moderating variable and entrepreneurial alertness as a mediating variable. With the rapid growth of digital economies, understanding the factors influencing students' intention to pursue digital entrepreneurship has become increasingly relevant. The study adopts a quantitative research design, collecting data from 381 undergraduate students across five selected universities in Sri Lanka using both Google Forms and physical surveys. The data were analyzed through descriptive statistics, Pearson correlation, and multiple regression techniques to determine the strength and direction. Using structural equation modeling (SEM), the research tests the direct and indirect relationships between the variables.

Findings indicate that all three antecedent factors have significant positive effects on digital entrepreneurial intention. Entrepreneurial alertness partially mediates these relationships, while entrepreneurial orientation significantly moderates the link between alertness and intention, strengthening the effect. This research highlights the importance of enhancing self-efficacy, entrepreneurial knowledge, and education in promoting digital entrepreneurship. The results offer valuable insights for educators, policymakers, and entrepreneurship program developers aiming to empower the next generation of digital entrepreneurs.

### Keywords

Digital Entrepreneurial Intention, Entrepreneurial Self-Efficacy, Entrepreneurial Knowledge, Entrepreneurship Education, Entrepreneurial Alertness and EO

## TABLE OF CONTENT

ACKNOWLEDGMENT .....	iv
ABSTRACT.....	v
TABLE OF CONTENT .....	vi
LIST OF TABLES.....	xi
LIST OF FIGURES .....	xiii
CHAPTER- 01.....	1
INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.3 Research Questions .....	4
1.4 Research objectives.....	4
1.5 Scope of the Study.....	4
1.6 Significance of the Study .....	5
1.7 Organizational Chapter.....	7
1.8 Chapter Summary .....	8
CHAPTER- 02.....	9
LITERATURE REVIEW.....	9
2.1 Introduction.....	9
2.2 Theoretical Framework.....	10
2.2.1 The Theory of Planned Behavior.....	10
2.2.2 Digital Entrepreneurial Intention.....	11
2.2.3 Entrepreneurial Orientation.....	14
2.2.4 Entrepreneurial Alertness .....	16
2.2.5 Antecedent Factors of DEI.....	19
2.3 Hypothesis Tasting of the Study .....	22

2.3.1 Entrepreneurial Antecedents and Digital Entrepreneurial Intention..	22
2.3.2 Entrepreneurial Antecedents and Entrepreneurial Alertness .....	23
2.3.3 Entrepreneurial Alertness (EA) and Digital Entrepreneurial Intention (DEI).....	25
2.3.4 Mediating role on Entrepreneurial Alertness (EA).....	26
2.3.5 Moderating role on Entrepreneurial Orientation (EO) .....	27
2.4 Chapter summary .....	28
<b>CHAPTER- 03.....</b>	<b>29</b>
<b>CONCEPTUALIZATION AND OPERATIONALIZATION.....</b>	<b>29</b>
3.1 Introduction.....	29
3.2 Conceptualization .....	29
3.3 Variables Relevant to the Conceptual Framework.....	30
3.3.1 Entrepreneurial Antecedent Factors .....	30
3.3.2 Entrepreneurial Alertness .....	31
3.3.3 Entrepreneurial Orientation .....	31
3.3.4 Digital Entrepreneurial Intention.....	31
3.4 Operationalization .....	32
Chapter summary .....	34
<b>CHAPTER-04.....</b>	<b>35</b>
<b>RESEARCH METHODOLOGY .....</b>	<b>35</b>
4.1. Introduction.....	35
4.2. Research Design .....	35
4.2.1. Research Philosophy .....	35
4.2.2. Research Approach .....	36
4.2.3. Research Strategy .....	36
4.2.4. Time Horizon.....	37

4.2.5. Research Site/ Area Selection .....	37
4.3. Population and Sampling of the Study .....	38
4.3.1. Population of the Study .....	38
4.3.2. Sampling of the Study .....	39
4.3.3. Sampling Technique .....	39
4.4. Method of Data Collection .....	40
4.4.1. Research Instrument .....	40
4.4.2. Source of Measurement .....	41
4.5. Method of Data Analysis .....	42
4.5.1. Pilot Study .....	42
4.5.2. Univariate Analysis .....	43
4.5.3. Multivariate Analysis .....	44
4.5.4. Mediation Analysis .....	44
4.5.5. Moderate Variable Analysis .....	45
4.6. Hypothesis Testing .....	46
4.7. Ethical Considerations .....	47
4.8. Chapter Summary .....	48
<b>CHAPTER 05 .....</b>	<b>49</b>
<b>DATA PRESENTATION AND ANALYSIS .....</b>	<b>49</b>
5.1. Introduction .....	49
5.2. Reliability Analysis .....	49
5.3. Demographic Data Analysis .....	50
5.4. Data Presentation for Research Information .....	52
5.4.1. Objective One .....	52
5.4.2. Objective Two .....	53
5.4.3. Objective Three .....	56

5.4.4. Objective Four.....	60
5.5. Hypothesis Testing .....	64
5.5.1. Hypothesis One.....	64
5.5.2. Hypothesis Two .....	65
5.5.3. Hypothesis Three.....	65
5.5.4. Hypothesis Four .....	65
5.5.5. Hypothesis Five .....	66
5.6. Chapter Summary .....	67
6.1. Introduction .....	68
6.2. Discussion of Personal Information of the Respondents .....	68
6.3. Discussion of Objectives .....	69
6.3.1. Objective One .....	69
6.3.2. Objective Two .....	70
6.3.3. Objective Three .....	72
6.4. Discussion of Research Hypotheses .....	73
6.4.1. Hypothesis One.....	73
6.4.2. Hypothesis Two .....	73
6.4.3. Hypothesis Three.....	74
6.4.4. Hypothesis Four .....	74
6.4.5. Hypothesis Five .....	75
6.5. Chapter Summary .....	76
<b>CHAPTER – 07 .....</b>	<b>77</b>
<b>CONCLUSIONS AND RECOMMENDATIONS .....</b>	<b>77</b>
7.1. Introduction.....	77
7.2. Conclusions.....	77
7.2.1. Objective One.....	77

<b>7.2.2. Objective Two</b> .....	78
<b>7.2.3. Objective Three</b> .....	78
<b>7.2.4. Objective Four</b> .....	78
<b>7.3. Contribution of the Study</b> .....	79
<b>7.4. Recommendations</b> .....	79
<b>7.5. Limitations of the Study</b> .....	81
<b>7.6. Direction for Future Research</b> .....	81
<b>7.7. Chapter Summary</b> .....	83
<b>References</b> .....	<b>84</b>
<b>APPENDIX</b> .....	<b>93</b>
<b>Research Questionnaire</b> .....	93