

**IMPACT OF BIG FIVE PERSONALITY TRAITS ON  
ENTREPRENEURIAL INTENTION OF MANAGEMENT  
GRADUATES IN SRI LANKA**



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## ABSTRACT

This study investigates the impact of Big Five personality traits extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience on the entrepreneurial intention of management graduates in Sri Lanka. A quantitative approach was adopted, rooted in positivist philosophy and the deductive research method. A structured online questionnaire was administered to a sample of 310 management graduates from five state universities. The collected data were analyzed using SPSS software, employing correlation and multiple regression analysis to evaluate the relationships between personality traits and entrepreneurial intention.

Findings revealed that individual predictors, Extraversion emerged as a significant positive predictor ( $\beta = 0.225, p < 0.001$ ), indicating that graduates who are outgoing, energetic, and sociable are more likely to intend to become entrepreneurs. Agreeableness also showed a positive and significant effect ( $\beta = 0.117, p = 0.035$ ), suggesting that cooperative and trusting individuals tend to have higher entrepreneurial intentions. Conversely, Neuroticism had a significant positive effect ( $\beta = 0.230, p < 0.001$ ), implying that graduates with higher emotional instability or anxiety are likely to pursue entrepreneurial intentions. Openness to Experience was the strongest positive predictor ( $\beta = 0.285, p < 0.001$ ), highlighting that individuals who are imaginative, curious, and open to new ideas have a higher propensity toward entrepreneurship. This aligns with the understanding that entrepreneurial ventures often require creativity and adaptability.

**Keywords:** Entrepreneurial Intention, Big Five Personality Traits, Management Graduates, Sri Lanka, Personality and Entrepreneurship

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