

AN EMPRICIAL EXAMINATION OF ENTREPRENEURIAL  
COMMITMENT AMONG BUSINESS GRADUATES  
A SPECIAL REFERENCE TO NORTHEN PROVINCE

BY

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## ABSTRACT

This study investigated the examination of Entrepreneurial commitment among Business graduates in Northern Province. the objective of this study is to find out the level of Affective, Normative, Continuance commitment among Business graduate in Northern Province. There are few studies carried out about Entrepreneurial commitment among Business graduates. However none of the studies were held Northern Province. Based on the comprehensive literature review, which could predict entrepreneurial commitment among business graduates. There are affective commitment, normative commitment, and Continuance commitment.

The study is mainly consider the primary data. The primary data were collected through closed structure questionnaire from 120 respondents from selected business graduate entrepreneurs in Northern Province. This respondents selected through the sampling method of Convenience and used univariate analysis techniques in order to analyze data and find the result of study objective.

This study analysis various factors such as Affective commitment influencing high level, Normative commitment influencing high level, and Continuance commitment influencing high level among the business graduate. The overall performance of this study, the factors influencing high level in Entrepreneurial commitment among the business graduate in Northern Province.

**Keywords:** Affective commitment, Normative commitment, Continuance commitment.

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