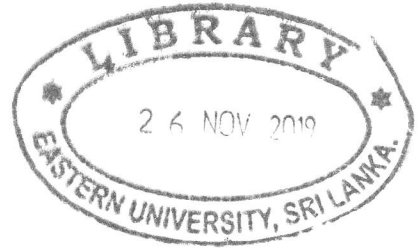


**GRADUATES AND UNDERGRADUATES ATTITUDE AND PERCEPTION
TOWARDS ENTREPRENEURIAL INTENTION IN FACULTY OF
COMMERCE AND MANAGEMENT, EASTERN UNIVERSITY, SRI LANKA.**



By

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

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Abstract

Entrepreneurship is an important solution to the employment difficulty of university graduates by guiding them to organize a new business venture. Therefore, there is a possibility of reducing this high level of unemployment rate by engaging in self-employment. Present study aims to explore the impact of entrepreneurial support factors on entrepreneurial intention of university students in Faculty of Commerce and Management, Eastern University, Sri Lanka. Theory of Planned Behavior Model (TPB) is used as a theoretical framework, since recent literature suggests that intentions can predict future entrepreneurship. Entrepreneurial support factors which are relational, educational and structural support are considered as antecedents of personal attitude and perceived behavioral control, in return they are expected to have an impact on entrepreneurial intention. The independent variables of this study consist of educational support, relational support and structural support, mediating variables of this study consist of personal attitude and perceived behavioral control and dependent variable of this study is entrepreneurial intention. The quantitative study conducted based on primary data which were collected among 300 graduate and undergraduate student by using 200 self-administrated questionnaire and 100 electronic questionnaire, five point Likert scale was assigned to measure the variables. The collected data were analyzed by using univariate, bivariate and multivariate technique in a computer based Statistical Package for the Social Science 22th version software. Our study focused on the entrepreneurial support factors that were assumed to have an impact on entrepreneurial intention through personal attitude and perceived behavioral control. Thus, according to present model of this study found that, personal attitude and perceived behavioral control partially mediates the relationship between entrepreneurial support factors and entrepreneurial intention. Among other support factors (structural and educational), relational support was found significant impact on entrepreneurial intention. According to our results, personal attitude and perceived behavioral control predicted the entrepreneurial intention, however perceived behavioural control had a much stronger effect. Consequently, these research findings have provided some useful insight and feedback to educators and policy makers to improve and understanding of graduate and undergraduate student's entrepreneurial intention.

Keywords: *Entrepreneurial intentions, educational support, relational support, structural support, personal attitude and perceived behavioural control*

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