

IMPACT OF ENTREPRENEURIAL INNOVATIVENESS ON ENTREPRENEURIAL INTENTION AMONG MANAGEMENT UNDERGRADUATES IN STATE UNIVERSITIES OF SRI LANKA: WITH THE MEDIATING EFFECT OF ENTREPRENEURIAL ALERTNESS

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Abstract

This study was designed to explore the effect of Entrepreneurial Innovativeness on Entrepreneurial Intention among management undergraduates in state universities of Sri Lanka: with the mediating effect of Entrepreneurial Alertness. In the Sri Lankan context, even though Entrepreneurial Intention has been sufficiently explored, how the Entrepreneurial Innovative behaviour and Alertness of the undergraduate force towards indent to become entrepreneurs is still unclear. Therefore, the study was conducted with the aim of filling the vacant gap by adding new sources to the literature. The sample was 377 management undergraduates in state universities of Sri Lanka, which was selected through a simple random sampling technique. Entrepreneurial Innovativeness is defined as the independent variable, while undergraduates' Entrepreneurial Intention is identified as the dependent variable of the study. In addition, Entrepreneurial Alertness is considered as a mediator variable. The findings of this study indicated that Entrepreneurial Innovativeness and Entrepreneurial Alertness positively impact Entrepreneurial Intention. Further, Entrepreneurial Alertness mediates the relationship between Entrepreneurial Innovativeness and Entrepreneurial Intention. This study suggests that undergraduates should think out of their boxes and be vigilant in dynamic environmental changes that can enhance Entrepreneurial Intention among university undergraduates. Ultimately, this will be the platform for the emergence of new and innovative business start-ups in the future Sri Lankan economy.

Keywords: Entrepreneurial alertness, Entrepreneurial innovativeness, Entrepreneurial intention, Management undergraduates