

Determinants of Freelancing Intention of Undergraduates: Evidence from Universities in Western Province of Sri Lanka

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Freelance career model is considered one of the most trending careers worldwide in the 21st century. Freelancing is a more viable option for the country like Sri Lanka because it generates more jobs and have a potential to eliminate the youth generation's unemployment rate. However, there are not enough studies that were conducted on this model in the Sri Lankan context. Thus, the present study focuses on identifying the impact of critical determinates for freelancing on the freelance intention of undergraduates in Sri Lanka. A questionnaire was developed from standard measures and distributed using a google form. Data were collected from 139 undergraduates from eight universities in Sri Lanka. The study revealed that income level, the flexible time factor, ability to outsource has a positive impact on freelance intention while government support and soft skill development has a negative impact on freelance intention. The finding of the study serves as a guideline for policymakers of the country. It is recommended that they have taken the necessary action to motivate freelancing and amend laws and regulations that can generate positive stimulate for the freelancing in the country.

Keywords: *Ability to outsource, Flexible time, Freelance intention, Freelance in Sri Lanka, Government support, Monthly income, Soft Skill Development, Undergraduate*

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