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The factors affecting entrepreneurial intention of MBA students of University of Kelaniya: a qualitative study

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The purpose of this study is to find out the factors affecting entrepreneurial intention of Kelaniya MBA students. The study was conducted using the case study method. Based on the purposive sampling technique, twelve MBA students and three MBA lecturers were selected to collect the data. Thus the gender, age levels and working sector (i.e. Public or private) of MBA students were considered to select the interviewees. In depth interviews were conducted using a semi structured questionnaire to collect data. Each in depth interview took about one hour. The interview data were tape recorded and transcribed prior to analyzing the data using coding/thematic analysis. The study was guided by the Ajzen's Theory of Planned Behaviour. In the theory of planned behaviour, Ajzen states that attitude towards the behaviour, subjective norm and perceived control of the behaviour influence the individual's behavior. The findings of the study show that practical exposure, teamwork, networking, role models, delivery methods, obtained competence, motivation, guidance, capacity building and subjects of the course are major factors which influenced the entrepreneurial intention of the MBA students in University of Kelaniya. The findings contribute to the knowledge and the subject domains.

Keywords: Case study, entrepreneurial intention, MBA, Theory of Planned Behavior (TPB)