

Green Entrepreneurial Intention among Sri Lankan State University Students: A Case Study

Dilanthi, M. G. S.¹

The entrepreneurial sustainability is an emerging concept to reduce the environmental impact created by organizations. Thus, researching the applicability and the adaptability of the contemporary sustainable concepts has become a timely requirement. But, the researches in green entrepreneurship are very hard to find in the Sri Lankan context. Also, this study identified a poor intention of the Sri Lankan university students toward green entrepreneurship. Therefore, this study aims to further investigate this issue. The study selects one Sri Lankan state university since the education at the university gives benefits to the society. Also, the graduates are considered to be the most educated in any specialized field with novelties. Therefore, this study is designed as a case study. The sample is 400 final year students representing the all Faculties of the selected university. They are selected using simple random sampling. The primary data are collected through a self-designed questionnaire and quantitatively analyzed using SPSS software. The determinants of the entrepreneurial intention have been identified through reviewing recent literature in this area. Thus, correlations among them are hypothetically tested using correlation analysis. Moreover, assuming the linear relationship between these determinants and the entrepreneurial intention, the regression analysis is done to identify the extent of their impact. This study encourages the entrepreneurial intention of the undergraduates through timely revising the curricula to create their own business startups just after the course completions. This also provides insights to fill the existing knowledge and the empirical gaps.

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¹ Metropolitan College-City Campus, Dehiwala, Sri Lanka [shanikadilanthi@gmail.com]