

A Conceptual Paper on an Extended Model of Goal Directed Behavior to Understand Entrepreneurial Intention of University Students

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Despite empirical evidence regarding the capability of entrepreneurship in improving economies, there is a gap in utilizing the potential of graduate entrepreneurship for such purposes in financially hit Sri Lanka. Understanding the antecedents of entrepreneurial intention of undergraduates in the career decision making stage and having a higher likelihood of entering and retaining in self-employment given their higher educational attainments, is important for future measures to promote graduate entrepreneurship. As behavior is driven by goals, according to the Model of Goal Directed Behavior (MGB), the aim is to test the applicability of an Extended MGB to examine the entrepreneurial intention (EI) of Sri Lankan state undergraduates. Research Gaps indicated the need to explore the impact of the MGB components, and the perceptions of supportive university environment, recessionary economic context, and entrepreneurial culture, on EI. A positivist philosophy, deductive research approach, survey research strategy, mono method quantitative research choice, cross sectional time horizon and a structured questionnaire technique will be used to collect data from a stratified cluster sample of 581 undergraduates from a sampled population of 7328. Findings will help enhance the understanding regarding the antecedents of entrepreneurial intention of undergraduates and offer recommendations for educators and policy makers for promoting graduate entrepreneurship.

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