

Family Background, Entrepreneurship Specific Education, Gender and Venture Creation Knowledge: An Empirical Analysis of Sri Lankan Graduates

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This study is to prove that entrepreneurs can be shaped through education and their family background. Therefore the study focuses on identify the impact of family background and entrepreneurship specific education on venture creation knowledge while it is examining the mediation effect of entrepreneurship specific education on the relationship between family background and venture creation knowledge as well as the moderating effect of gender on the relationship between entrepreneurship specific education and venture creation knowledge. As study is based on the entrepreneurship graduates of University of Kelaniya, a population consisting of 78 graduates and all elements were considered as the subjects of the sample at the beginning but the final sample was shortlisted to 65 subjects. A Questionnaire developed by the researcher was used to collect data from the sample. In order validate the hypothesis and make inferences, regression analysis was used by the researcher. Further Regression analyses proved that relationship between Family Background & Venture creation knowledge is mediated by Entrepreneurship Specific education and gender moderates the relationship between Entrepreneurial Specific Education & Entrepreneurial Knowledge in Venture Creation. With the inferences of the study it can be understood that entrepreneurship can be stimulated through education and family background.

Keywords: *Family Background, Venture Creation Knowledge, Entrepreneurship Specific Education, Gender*

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