

Entrepreneurship Awareness amongst the University Academics in Kurunegala District, Sri Lanka

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An Entrepreneur is a person who takes the jeopardy of starting his own business or enterprise or investing in other startups for the purport of achieving their goal with the desire and the capability to innovate and diversify. It is verbalized that entrepreneurship is the main reason for the economic development a country. The objective of this study was to quantify the knowledge and awareness about the entrepreneurship amongst the University Academics in Kurunegala District, Sri Lanka, predicated on the concept of engendering vigilance about it. The survey method was used in this research to gather the data from the Academics. The questionnaire comprised of five segments as each section focuses on the proportions of the entrepreneurship awareness. These questions are based on the knowledge and the awareness and also the abilities of the entrepreneurship. Sample sizes of 100 academics were investigated. The respondent population consisted of 60 males and 40 females. The results denoted that 90% of the male academics and 85% female academics are well aware of Entrepreneurship. There was no significant relationship between gender Entrepreneurship Awareness and Most of the academics are stated that they came to know about this entrepreneurship from the conferences conducted by educational institutions. Seventy-seven academics revealed that they knew a lot about the benefits of the entrepreneurship. Fifty-two are very interested to start the new business, whereas 36 academics who are well educated about the entrepreneurship are not interested in beginning new firm. Males are well aware of the entrepreneurship benefits and they are ready to take the risks compared to the women in Kurunegala District. This research has given the opportunity to ken about the vigilance and cognizance about the entrepreneurship. Entrepreneurial erudition is must for the academics so that they can inspirit the entrepreneurship among the students and it may enable to edify them or victual them with cognizance about entrepreneurship.

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