Entrepreneurial Inclination and Entrepreneurial Traits: A Study of Students at University of Kelaniya in Sri Lanka

Nimeshi, G. K. S.1 and Edirisinghe, S. D.

Department of Management, Eastern University, Sri Lanka ¹suchithranimeshi92@gmail.com

The purpose of this research paper is to explore the entrepreneurship profile of students of University of Kelaniya and to investigate the relationship between entrepreneurial inclination and entrepreneurial traits. In this study, six traits were identified according to the past literature. Namely innovativeness, need for achievement, locus of control, risk taking propensity, tolerance of ambiguity and selfconfidence. These characteristics will include in this study because they are the most frequently included characteristics in the literature. And it will test that, how this relationship varies with moderator variable, namely, gender. Further the study will conduct by using the proportionate stratified random sampling technique and by taking 240 students. A self-administered questionnaire will be used in this study as the research instrument. Both descriptive and inferential analytical tools will be used to analyze the data. Mainly mixed method approach will be applied in the entire study and this study will provided insight into entrepreneurship education, as to which entrepreneurial characteristics can be developed to raise good entrepreneurs. And it will contribute to understanding the differences between characteristics of students those who can be an entrepreneur and those who cannot be an entrepreneur. This research study will contribute to understanding the differences between characteristics of entrepreneurial inclined students and non-inclined students at the university and it will be contributed to explore the relationship between entrepreneurial characteristics and entrepreneurial inclination.

Keywords: Entrepreneurship, Entrepreneurial Traits, Entrepreneurial Inclination, Entrepreneurship Education