

**LEVEL OF ENTREPRENEURIAL INTENTION OF THE MANAGEMENT
UNDERGRADUATES IN THE UNIVERSITY OF JAFFNA, SRI LANKA: SCHOLARS
AND UNDERGRADUATES PERSPECTIVE**

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Abstract

Purpose: To examine the level of entrepreneurial intention among management undergraduates in the University of Jaffna, Sri Lanka.

Design/methodology/approach: Qualitative approach was utilized in this study, especially three final year students (one male & two female students) and three scholars in the entrepreneurship academic field (Two male senior lecturers & one female senior lecture) from the Faculty of Management Studies and Commerce were interviewed by the researcher with the help of the structured questions. Separate questions for students and scholars who are involved in the entrepreneurial field were prepared by the researcher.

Findings: Based on the qualitative study, the entrepreneurial intention level of the management undergraduates are in the weakest level. There are so many barriers for the lowest level of intention, such as problems in the financial assistance, lack of infrastructure facilities, lack of technological facilities, lack of awareness in the entrepreneurial field, lack of support from governmental and nongovernmental organizations in the Jaffna district, cultural burdens, lack of research focus in the entrepreneurial field etc.

Practical implications: Based on the findings from qualitative approach, we recommend to the government, non government organization, financial institutions, educators, and policy makers to provide the financial, marketing, social, technological infrastructures to the management

undergraduates to enhance the entrepreneurial intention level.