
Entrepreneurial Perception and Intention of Agribusiness Management Undergraduates: A Case of Faculty of Agriculture, University of Ruhuna

M.G.T. Lakmali and G.C. Samaraweera

Department of Agricultural Economics, Faculty of Agriculture, University of Ruhuna, Sri Lanka

Corresponding author: gangani@agecon.ruh.ac.lk

Unemployment rate of Sri Lankan graduates is 46% and it has become quite difficult task for the governments to find solution for the unemployed graduate crisis. At present the importance of entrepreneurship has increased since it has been identified that entrepreneurial activity is a means of coping with unemployment problem by providing new job opportunities. Therefore, the main objective of this study is to assess the entrepreneurial perception and intention Agribusiness Management undergraduates. The sample was selected using purposive sampling technique and it consisted of 100 Agribusiness Management undergraduates from the Faculty of Agriculture, University of Ruhuna, which is the only faculty that produces Agribusiness Management undergraduates in Sri Lanka. Data were collected using pre-tested questionnaire formed as a Google form. Results revealed that 51% respondents were highly satisfied about the Agribusiness Management degree program and 33% were satisfied. According to the results, the majority (63%) of respondents stated that they are willing to start a business after completion of the degree; however, they were not exactly sure about their idea of starting new ventures. That shows weaker intention among undergraduates to become entrepreneurs. There were 07% of the respondents who have no intention to be an entrepreneur. Majority (86%) of the respondents revealed that they are willing to engage in occupations in Agribusiness sector. Furthermore, 79% of the respondents highlighted that they have perceived the knowledge on entrepreneurship through the university education. Moreover, 65% and 68% of respondents have agreed that they are receiving adequate subject knowledge and hands-on experience on entrepreneurship through Agribusiness Management degree program respectively. The study concludes that Agribusiness Management undergraduates have good perception about entrepreneurship however; they have weak intention in starting their own businesses. Therefore, the results of this study are of great significance for the facilitators such as the curriculum developers and academic staff members in undergraduate programmes to adapt their programmes in order to build strong entrepreneurial intention among Agribusiness Management undergraduates.

Keywords: Agribusiness undergraduates, Entrepreneurship, Intention, Perception