

Assessment of the Entrepreneurial Trends of Agricultural Undergraduates: A Study at Faculty of Agriculture, Eastern University, Sri Lanka

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Abstract : Since creation of agricultural enterprises going to reflect the micro and macro level development of Sri Lanka, it is very important to study the entrepreneurial trends of Agricultural Undergraduates. Likert scale scoring method was used to assess the responses of involvement, Role model effect, aware of demands, confidence and willingness. 37.8% were strongly agreed to do full time business. The average score for to do agriculture businesses were between agree and strongly agree. The average scores for role model effects were less than agree. Average score for aware of needs of society was less than agree. 75.7% of them were able to identify the demands of the society. The demands identified were human capital, self sufficient domestic production, safe and nutritional foods. The confidence of having enough skills score was less than agree. 64.1% of them were owned special skills to carry out entrepreneurial activities. Such skills were possession of different human capitals management skills. The willingness responses scores were more than agree. 61.5% of them were discussed their business plan. Their dream plans were development of new food products, Quality planting materials, harmless method of cultivation and floricultural industry. Those were supported by government policies and other related organizations.

Keywords : agricultural undergraduates, entrepreneurial trends, likert scale Sri Lanka

Conference Title : ICIE 2015 : International Conference on Innovation and Entrepreneurship

Conference Location : Venice, Italy

Conference Dates : April 13-14, 2015