

## Personality Traits of Students Effecting Entrepreneurial Intention

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**Abstract :** Research in entrepreneurship has gained much attention in current academic environment. Youngsters are taking interest to start their own business in spite of risk matter. The objective of the study is to explain how various personality traits (personal attitude, locus of control, instrumental readiness and perceived behavioral control) are affecting entrepreneurial intention of students. The theory of planned behavior supports out study which explains that personal attractiveness, social norms and feasibility are the main factors that affect intentions of an individual. The sample data of 120 is collected from graduating batch of three reputed universities of Islamabad through questionnaires. Our results support the hypothesis that personality traits positively influence the entrepreneurial intention. We conclude from the study that many graduating students are willing to start a new venture, but most of them are likely to do a job in their respective fields. Risk factor also exists in their minds because in our country most people are risk-averse and they do not want to lose their money in case of loss.

**Keywords :** entrepreneurship, instrumental readiness, locus of control, personal attitude

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