

ABSTRACT

Entrepreneurship as a process has been the catalyst for economic development of any country and its people. The study of this process has steadily been on the increase. To understand what motivates an individual to behave entrepreneurially has become an important area of study in today's time. An individual's behavior is influenced by the intention to involve in the particular activity.

Entrepreneurial intention influences a person to take up entrepreneurial activities. It is imperative to understand the factors and their impact on the entrepreneurial intention. There is large number of studies on entrepreneurial intention in the western countries but there is a large paucity of research in this area in India and particularly Tamilnadu.

The review of literature on entrepreneurial intention ranges from examining the impact of single factor or multiple factors ranging from demographic, personal, and environment dimension on the entrepreneurial intention of the study group. This study included personal and institutional environment, subjective, situational and role models dimensions and detailed demographic features for analysis. The research instrument for the study is based on the review of literature and has been validated with appropriate expert guidance, peer review and statistical measure of Cronbach's alpha.

The present research has taken Chennai and its adjacent districts including Kanchipuram and Thiruvallur, as the area of study as it has the largest

number of Technical Universities and colleges in Tamilnadu. Chennai has the highest level of Entrepreneurial activities as both Government and Educational institutions undertake entrepreneurship promotion activities. The sample includes the final year students of engineering, management and computer application. Statistical tools used for the study includes Student t-Test, chi-square, two way correlation, Discriminant analysis, multiple regression and structural equation modeling techniques are used to obtain appropriate inferences.

The major findings of the study are, higher the age group of the students higher is the intention. The students with high academic performance look forward to higher education or take up employment at best of the companies. Age, education, education of father and monthly family income are positively influencing the entrepreneurial intentions of students. Innovative technical projects and interdepartmental team work on technical projects, entrepreneurial initiative and practical knowledge are also influencing the entrepreneurial intention. Motivation, role model, attitude, education and age of the students have direct effect on the feasibility and desirability for entrepreneurship. Feasibility and desirability and attitude have direct effect on entrepreneurial intention among the students. The results of the study suggest intervention measures and policy changes at the university level so as to increase the intention level of the students.

In summary the entrepreneurial intention among students have shown significant influence of feasibility, desirability and attitude. Some factors like Motivation, role model, education and age have significant influence on Feasibility and desirability for entrepreneurship. Changes in these factors will have positive effects on entrepreneurial intention.