

# **Factors Influencing Entrepreneurial Intentions among University Students: An Empirical Study**

**Srinivas Addiga<sup>1</sup> and Dr. V. V. Subramanya Sarma<sup>2</sup>**

Research Scholar, Department of Commerce and Management<sup>1</sup>

UCC&M, Kakatiya University, Warangal, Telangana State

Rtd Principal, UCCBM, Kakatiya University, Warangal, Telangana<sup>2</sup>

srinivascamel@gmail.com and Camelsarma@gmail.com

**Abstract:** *Entrepreneurial intentions among university students have gained increasing attention due to their critical role in fostering innovation, employment generation, and youth-led economic development. Understanding the factors that shape students' entrepreneurial intentions is essential for designing effective educational and policy interventions. The purpose of this study is to examine the key determinants of entrepreneurial intentions among university students, with particular emphasis on attitudinal, behavioral, educational, and social factors. A descriptive and causal research design was adopted, and primary data were collected from 300 university students using a structured questionnaire. The data were analyzed using SPSS, employing reliability analysis, descriptive statistics, correlation analysis, and multiple regression techniques. The findings reveal that attitude toward entrepreneurship is the strongest predictor of entrepreneurial intention, followed by perceived behavioral control and entrepreneurship education, while subjective norms also exert a significant but comparatively weaker influence. The study contributes to entrepreneurship intention literature by empirically validating the Theory of Planned Behavior in a university context and highlighting the role of entrepreneurship education as a key enabler. From a practical perspective, the results provide insights for universities and policymakers to strengthen entrepreneurship curricula, incubation support, and student engagement initiatives. Future research may adopt longitudinal designs, cross-country comparisons, and include additional psychological and digital factors to further enrich understanding of entrepreneurial intention formation.*

**Keywords:** Entrepreneurial Intentions; University Students; Attitude toward Entrepreneurship; Perceived Behavioral Control; Entrepreneurship Education

