

The Antecedents of Entrepreneurial Intention among Sudanese University Students

Ilham Hassan F. Mansour ^{a,1}, Almosharaf Omer ^a

^a *School of Management Studies, University of Khartoum, Sudan*

Received 19 December 2019; revised 30 January 2020; accepted 30 January 2020

Abstract

The aim of the present paper is to investigate the role of individual and societal attitudes perception in shaping the entrepreneurial behavioral intentions of the individual through the lenses of The Theory of Planned Behavior (TPB) to find out whether the university students will have intentions to become entrepreneurs. The survey of 395 of graduate and undergraduate students across four colleges at the University of Khartoum was used for data collection. SPSS was used to analyze the data. The results indicate that entrepreneurial intention of the respondents can be predicted from the attitude towards becoming an entrepreneur, perceived behavioral control and subjective norms. The findings revealed that TPB is a valuable tool in understanding the entrepreneurial intention of university students in Sudan. The majority of students intend to start a business in the future

Keywords: Entrepreneurial intentions; Theory of Planned Behaviour; University students; Societal attitudes; Sudan

1. Introduction

In a poor country such as Sudan, with fast population growth and a rising labor force participation rate, creating employment opportunities becomes the top priority for a strategy of economic restoration. The generation of new jobs is considered central for any future development for the Sudanese economy for two reasons: on one hand, the stagnant Sudanese economy which is resource-dependent is unable to absorb the young workers who enter the labor force each year. On the other hand, the potential for an increasing population is the human capital and an opportunity to create new industries and expand economies.

These realities and their consequences has been acknowledged by the Sudanese government in the form of vigorous efforts taken since the dawn of the 1990s, the most radical one was the Sudan's Structural Program (SAP) which aimed at, among other things, enhancing the role of the private sector to lead economic development through the removal of administrative and non-administrative obstacles and the liberalizing of the economic atmosphere by opening all sectors of the economy to private investment with the exception of oil production. Since then Sudanese policymakers continued to recognize the potentially beneficial role of the private sector in sustainable development by putting forward more stringent measures to ensure the promotion of entrepreneurial firms and new venture creation (Musa 2012; Gangi et al. 2015).

¹ Corresponding author. *Email addresses:* e.mansour@uofk.edu (I.H.F. Mansour); a.omer@uofk.edu (A. Omer)

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