



‘INTENT REVEALS DESIRE’ AN ASSESSMENT OF POTENTIAL ENTREPRENEURIAL INTENTIONS OF BRUNEI YOUTH

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Today’s young generation will become tomorrow’s spirit of a nation. One of the biggest and fundamental issues common for every nation is youth unemployment. With limited opportunities for employment by the government and few corporate organizations in the state, entrepreneurship becomes a viable alternative for job creation and social development as well as work as a proper tool for economic diversification in Brunei Darussalam. This study has designed to provide understanding about the potential entrepreneurial intentions from the perspective of students in Brunei Darussalam. The study has conducted as a cross-sectional research which uses individual as the unit of analysis and also an explanatory research whereby the purpose was to identify and understand the entrepreneurial intentions of students in Brunei Darussalam and understand the factors affecting their decision. The study is based on other entrepreneurial intentions models from previous research. The ultimate dependent variable was the entrepreneurial intentions of students. The survey was conducted based on a self-administered questionnaire on 450 students in selected public and private higher learning institutions in Brunei. The study concluded with interesting facts findings. Subjective norms are the main influential force towards entrepreneurial intentions and the least influential factor is perceived behaviour control. Entrepreneurial knowledge and the entrepreneurial attitudes act as moderate influencing factors towards entrepreneurial intentions. There will be high potential for youth to focus on entrepreneurship as their career preference in the long run. It will be really essential to have continuous career guidance and monitoring system. Study suggests that there are possibilities for the students to divert their intentions from their present behaviours in the future.

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