

**Research Project Title: TESTING THE ENTREPRENEURIAL INTENTION MODEL:  
IMPLICATIONS FOR ENTREPRENEURSHIP EDUCATION**

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**ABSTRACT**

The objectives of this research were (1) to identify level of entrepreneurial intention among Thai university students and (2) to determine the relationships between Thai university students' entrepreneurial intention and attitude towards self-employment, subjective norm, perceived behavioral control, entrepreneurship education experience, entrepreneurial role model, and entrepreneurial work experience.

The survey data from 291 Thai university students were collected during August 2009 at Assumption University using the self-administered questionnaire. The data were analyzed for descriptive statistics and the six hypotheses were tested using Pearson's correlation in SPSS 17.0.

The results of the research revealed that there is a strong entrepreneurial intention among Thai university students. Furthermore, the results indicated that all six independent variables: attitude towards self-employment, subjective norm, perceived behavioral control, entrepreneurship education experience, entrepreneurial role model and entrepreneurial work experience have a significant relationship with Thai university students' entrepreneurial intention. Also, the research offered several implications for entrepreneurship education.