

ABSTRACT

The purpose of this study was to examine the relationship between generational persona, initiative conduct, behavioral change, adaptability tendencies, and entrepreneurial behavior among millennials in Uganda. The study adopted a multi theoretical approach to explain entrepreneurial behavior. Thus theoretical frame work of the study was built on three theories; generational cohort theory, personal initiative theory and complex adaptive theory. Furthermore, the study adopted a cross sectional research design which deployed a mixed method to collect both the quantitative and qualitative data. Data was collected from a sample of 382 millennial entrepreneurs drawn from a population of 58,349 micro and small enterprises in Kampala using the exponential discriminative snow ball sampling technique. The key informants were selected using purposive sampling and the saturation point was achieved on the 12th key informant. To collect quantitative data, the study used a questionnaire while to analyse it, descriptive statistics, zero order correlation and structural modeling methods were employed. And for qualitative, data was collected using an interview guide and analysed using the content analysis technique and NVIVO 9 software. The findings indicate that generational persona, initiative conduct and adaptability tendencies are positively and significantly related to entrepreneurial behavior. Also, it emerged that adaptability tendencies partially plays a mediating role between generational persona and entrepreneurial behavior and a full mediating role on the relationship between behavioral change and entrepreneurial behavior. Therefore, taking initiative fosters entrepreneurial behavior in terms of millennials being self-starters and persistent. Also, adjusting to changes in terms of millennials building connections with key figures in the community and continuously seeking for knowledge fosters taking risks. Lastly, having a strong character in terms of millennials believing in their own abilities give them confidence to innovatively design strategies for their businesses. As such, the study recommends that a multi theoretical approach should be used because it enhances understanding of complex phenomena. For methodology, the use of the sequential explanatory approach in data collection is suggested to provide an opportunity for qualitative data to supplement the quantitative findings. The study recommends that government should reinforce the National Youth Action Plan to unlock the youth potential because right now it is detached from the practical needs of the youth. However, Findings of the study do not apply to all entrepreneurs since it focused on millennials only, hence future studies can be done on other entrepreneurs from other generations.