

THE IMPACT OF ENGAGEMENT AT WORK ON INDIVIDUAL ENTREPRENEURIAL ORIENTATION

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Abstract

Previous literature has highlighted the central role of individual employees in an organization's entrepreneurial process, as it is them who generate innovative ideas and foster their implementation throughout the firm. However, so far, literature has almost exclusively focused on firm-level entrepreneurship. The study at hand takes a first step to examine the interplay between employees' engagement at work and their motivation to act entrepreneurially. Drawing on survey data of more than 400 individuals working in German and Austrian corporations, the research model is empirically tested. Results reveal a strong positive relationship between employees' engagement at work and their individual entrepreneurial orientation. The strength of this relationship depends on an employee's hierarchical level, work experience and gender.

Keywords: Corporate entrepreneurship, entrepreneurial orientation, individual entrepreneurial orientation, work engagement