

# **Corporate Entrepreneurship Environment and Younger Workforce Engagement: An Empirical Examination**

**Amarpreet Singh, Sanjay Choudhary, Deepak Sangroya**

## **Abstract**

The increasing growth of the younger workforce as a percentage of the organizational workforce has inadvertently created a crisis in the organizations as organizations endeavour to engage and retain the younger generations. With the younger employees purportedly embracing significantly distinct values and expectations vis-à-vis the older workforce, the organizations are increasingly espousing corporate entrepreneurship as the possible means to engage them. Nonetheless, the relationship between the corporate entrepreneurship environment and the younger workforce is unexplored. Adopting qualitative research design, we employed thematic analysis on semi-structured interviews with six chief people officers and four midlevel human resource managers from six different organizations in India. We followed up with a pilot survey research conducted on 120 younger employees to examine the hypothesized relationship. The findings suggest that a direct relationship between dimensions of corporate entrepreneurship environment and young workforce engagement. The research contributes to younger employee engagement literature by explaining the critical role of dimensions of corporate entrepreneurship environment as the driver of younger workforce engagement. An improved understanding of the younger workforce expectations will help organizations design work and create organizational environments that are likely to engage younger force.

**Key Words:** Corporate Entrepreneurship Environment, Employee engagement, Younger workforce.