

**INVESTIGATING THE RELATIONSHIP BETWEEN CORPORATE
ENTREPRENEURSHIP CULTURE AND EMPLOYEE ENGAGEMENT OF
HOTELS IN UVA PROVINCE: WITH SPECIAL REFERENCE FOR
SELECTED DEVISIONS IN UVA PROVINCE**

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ABSTRACT

This study investigates the relationship between corporate entrepreneurship culture (CEC) and employee engagement. According to Gallup world's polls they state that 14% of employees are engaged in South Asia and 86% of employees are not engaged or actively disengaged on their job. On the other hand, studies combining these two constructs are generally scarce. Therefore, the aim of this study was to analyze existing level of corporate entrepreneurship culture and employee engagement, what sort of impact between corporate entrepreneurship culture and employee engagement, and what sort of relationship between corporate entrepreneurship culture and employee engagement of hotels in Uva province of Sri Lanka. The Social Exchange Theory (SET) was used to describe the hypothesized relationships.

Structured questionnaire was used as the method of data collection and 269 employees selected as sample out of 825 hotel employees. Researcher distributed 269 questionnaires and 248 questionnaires were returned. Researcher consider twelve hotels for this study. Multi stage convenience sampling method used to make the sampling frame of the study. Quantitative research approach used for this study and data were analyzed using descriptive statistics, univariate and bivariate analysis.

The results indicated that the corporate entrepreneurship culture was high level and employee engagement also high level. And also, results indicated that significant positive impact among corporate entrepreneurship culture and employee engagement. Furthermore, results indicated that corporate entrepreneurship culture and employee engagement have positive relationship.

As a result of this study, if hotels give more and more corporate entrepreneurship, they can get more advantages through employee engagement.

Keywords: Corporate entrepreneurship, Employee engagement, Social Exchange Theory

TABLE OF CONTENT

ACKNOWLEDGEMENT	i
ABSTRACT.....	ii
TABLE OF CONTENT	iii
LIST OF TABLES	viii
LIST OF FIGURES	x
ABBREVIATION.....	xi
Chapter – 1	1
INTRODUCTION	1
1.1 Background of the study	1
1.2 Problem Statement	3
1.3 Research Questions	4
1.4 Research objectives.....	4
1.5 Significant of the study	4
1.6 Scope of the study	5
1.7 Chapter Organization	5
1.8 Chapter Summary.....	6
Chapter - 2.....	7
LITERATURE REVIEW	7
2.1 Introduction	7
2.2 Concept of Employee Engagement.....	7
2.3 The Importance of Employee Engagement	10
2.4 Theoretical Framework for Employee Engagement	10
2.4.1 The Needs-Satisfaction Framework	10
2.4.2 Job Demand-Resources Model.....	11
2.4.3 Social Exchange Theory	12

2.5 Corporate Entrepreneurship Culture	12
2.6 The Importance of Corporate Entrepreneurship.....	13
2.7 Five Factors of Corporate Entrepreneurship	14
2.7.1 Management Support.....	14
2.7.2 Work Discretion/Autonomy	14
2.7.3 Rewards/Reinforcement	14
2.7.4 Time Availability.....	15
2.7.5 Organizational Boundaries	15
2.8 Hypothesis Testing of The Study	15
2.8.1 Management Support and Employee Engagement.....	15
2.8.2 Work Discretion/Autonomy and Employee Engagement	16
2.8.3 Reward/Reinforcement and Employee Engagement.....	16
2.8.4 Time Availability and Employee Engagement.....	17
2.8.5 Organizational Boundaries and Employee Engagement	17
2.8.6 Corporate Entrepreneurship Culture and Employee Engagement.....	18
2.9 Chapter Summary.....	18
Chapter - 3.....	19
CONCEPTUALIZATION AND OPERATIONALIZATION	19
3.1 Introduction	19
3.2 Conceptualization.....	19
3.3 Definition of Key Variables.....	20
3.3.1 Corporate Entrepreneurship Culture.....	20
3.3.2 Employee Engagement.....	22
3.4 Operationalization	22
3.5 Chapter summary	24
Chapter – 4.....	25
RESEARCH METHODOLOGY.....	25

4.1 Introduction with Research Objectives	25
4.2 Research Philosophy	25
4.3 Research Approach	26
4.4 Research Strategy	26
4.5 Methodological Choice	27
4.6 Time Horizon	27
4.7 Research Area	27
4.8 Population of the Study	27
4.9 Sampling Methods.....	28
4.10 Sampling Framework and Sample Size	28
4.10.1 Sample Size	28
4.10.2 Sampling Framework	28
4.11 Method of Data Collection and Source	29
4.12 Research Instrument.....	29
4.13 Source of Measurement.....	30
4.13.1 Method of Measuring the Personal Information.....	30
4.13.2 Method of Measuring the Research Information.....	31
4.14 The Pilot Study.....	32
4.15 Validity and Reliability of Instruments.....	32
4.16 Unit of Data Analysis.....	32
4.17 Methods of Data Analysis	32
4.18 Method of Data Evaluation	33
4.18.1 Method of Data Evaluation for First and Second Objective	33
4.18.2 Methods of Data Evaluation for Third and Fourth Objectives.....	35
4.18.3 Testing hypothesis	37
4.19 Data presentation.....	38
4.20 Ethical consideration	38

4.21 Chapter summary	38
Chapter – 5	39
DATA PRESENTATION AND ANALYSIS	39
5.1 Introduction	39
5.2 Analysis of Reliability	39
5.3 Data Presentation	40
5.3.1 Data presentation and Analysis of Personal Information	40
5.3.2 Data Presentation and Analysis of Research Information	43
5.4 Testing Hypothesis	54
5.4.1 Testing Hypothesis 1	54
5.4.2 Testing Hypothesis 2	54
5.4.3 Testing Hypothesis 3	55
5.4.4 Testing Hypothesis 4	55
5.4.5 Testing Hypothesis 5	55
5.4.6 Testing Hypothesis 6	56
5.5 Chapter Summary	56
Chapter – 6	57
DISCUSSION	57
6.1 Introduction	57
6.2 Discussion of Personal Information	57
6.2.1 Employment Level	57
6.2.2 Gender	57
6.2.3 Age	58
6.2.4 Experience	58
6.2.5 Educational Qualification	58
6.3 Discussion of Research Information	58
6.3.1 Discussion for Objective One	58

6.3.2 Discussion for Objective Two	59
6.3.3 Discussion for Objective Three	59
6.3.4 Discussion for Objective Four	60
6.4 Findings from Hypothesis Testing	62
6.4.1 Testing Hypothesis 1	62
6.4.2 Testing Hypothesis 2	62
6.4.3 Testing Hypothesis 3	63
6.4.4 Testing Hypothesis 4	63
6.4.5 Testing Hypothesis 5	63
6.4.6 Testing Hypothesis 6	63
6.5 Chapter Summary	63
Chapter – 7	65
CONCLUSIONS AND RECOMMENDATIONS	65
7.1 Introduction	65
7.2 Conclusion	65
7.2.1 First Objective	65
7.2.2 Second Objective	65
7.2.3 Third Objective	65
7.2.4 Fourth Objective	66
7.3 Contribution of the Study	66
7.4 Recommendations	66
7.5 Limitation of the Study	66
7.6 Directions for Future Study	68
REFERENCES	69
APPENDIX 1- QUESTIONNAIRE	76
APPENDIX – 2 THE OUTPUT	84