

INTRAPRENEURSHIP AS AN EMPLOYEE RETENTION TOOL

ARNAB BANERJEE

Research Scholar, Assistant Professor, Department of Management, St. Mary's Technical Campus,
Kolkata, West Bengal, India

ABSTRACT

Economic and financial difficulties, changing technology develops the world wise competition. For ideal firm to develop capability, the important approach was producing innovative standard and create things renowned. For recognizing and utilizing chances, an ideal firm looks like to perceive some troubles. Gertz and Baptista (1996) stated that the firm comes out with enough resources for chances seeking and chances development is more harmful.

To develop the firm presentation and advance innovative chances commercial private enterprises plays very important role. Corporate entrepreneurship (CE) management main approach was connecting individuals or group of individuals with present association. For new organization it's generates an enhanced idea and provide modernization and create things renowned.

Various characteristics of top-down procedure are to generate and intent corporate modification, regeneration elasticity during administration disposition towards positive risk performance was believed by canvassers. Inside the private enterprise, the current stage of an organization can be available. Various features of entrepreneurial activities are shown across the managerial levels considered by canvassers.

Approach of research looks into various vertical managerial stages is desirable to realize the appropriate value and much victories of an association. The important reason of this study is the organization differentiates between industrial actions which are set off top-down plan, and the workforce of organization follows bottom-up actions.

The main variation between top-down and bottom-up set off industrial behavior is essential to recognize the various outline environment for industrial performance of both organization and employee level. For entrepreneurship, various CE conditions are frequently used exchange ably found by researchers. Entrepreneurs define as, for the enhancement of creative projects workforce have a thought about accountability.

KEYWORDS: Industrial Actions, CE Conditions, Vertical Managerial Stages