

Abstract

Business landscapes are changing rapidly in terms of technology and the role of competitive market players. Business race for winning customers by adopting and adapting with the help of capitalising human resources available to them, in accordance with the change. The present study considers corporate entrepreneurship as a winning strategy for organisational performance and the role of employee rewards, thus examining the moderating role of employee rewards and reinforcement on the relationship between corporate entrepreneurship and organisation performance. A time-lagged survey-based quantitative cross-sectional study was carried out with the help of a questionnaire. With total response of 232 respondents, employees of diverse types of organisations gain a wide representation of sectoral composition, residing in 5 metropolitan cities of Pakistan. The data was analysed using partial least squares structural equation method (PLS-SEM) techniques. The findings of the study supported all the hypothesis except the positive moderating role in corporate entrepreneurship and organisational performance. The results of the study suggest that corporate entrepreneurship enhances the organisational performance from a Pakistani firm's perspective.