

## **ABSTRACT**

Intrapreneurship, the practice of fostering an entrepreneurial spirit within established organizations, has emerged as a crucial driver of innovation and growth. Understanding the characteristics of intrapreneurs and how they manifest across different industries is vital for promoting an intrapreneurial culture. This research study investigates the attributes of professionalism, ambition, freedom, decision-making, courage, and confidence among intrapreneurs in the Saurashtra region, encompassing industries like Manufacturing, Education, Hotel/Restaurant, Information Technology (I.T.), Real Estate, Finance, and E-commerce and Logistics. The objective is to compare the levels of these characteristics across industries and derive meaningful insights into intrapreneurial behavior.

To achieve these objectives, a structured questionnaire was designed as the primary data collection instrument. This questionnaire was distributed to intrapreneurs working in the selected industries of the Saurashtra region. It was carefully crafted to capture quantitative data related to the targeted characteristics, enabling a comprehensive evaluation of their presence and variations across different industries.

The research study employs the statistical tools of Analysis of Variance (ANOVA) and Post Hoc analysis to analyze the data collected from the questionnaire. ANOVA tests are conducted to determine if there are statistically significant differences in the measured characteristics across the various industries. Post Hoc analysis is utilized to identify specific pairs of industries that exhibit significant differences in the targeted attributes. By employing these robust statistical tools, the research aims to uncover valuable insights into the characteristics of intrapreneurs within the selected industries of the Saurashtra region.

The findings of this research study hold significant implications for various stakeholders. Organizations and policymakers can gain valuable insights into fostering an intrapreneurial culture by understanding how these attributes manifest in different industries. This, in turn, can lead to enhanced innovation, employee engagement, and overall growth within organizations.

The potential contributions of this research study are multifaceted. Firstly, it enhances the existing knowledge on intrapreneurship by shedding light on the nuances of intrapreneurial characteristics specific to the Saurashtra region. As intrapreneurship plays a pivotal role in organizational success, these insights can provide a foundation for future research in this field.

Secondly, the study's outcomes can be instrumental in shaping industry-specific approaches to support intrapreneurship. Recognizing the variations in intrapreneurial attributes across industries can aid policymakers and industry stakeholders in developing tailored initiatives and policies to foster an intrapreneurial ecosystem within their respective domains.

Moreover, the research findings have practical implications for human resource management. Identifying and nurturing potential intrapreneurs within organizations can lead to a more innovative and agile workforce, equipped to drive positive change and growth.

This research study contributes to a better understanding of intrapreneurial characteristics within selected industries of the Saurashtra region. By employing rigorous statistical tools and a structured questionnaire, the study presents valuable insights that can inform organizational strategies, influence policymaking, and enhance intrapreneurship in diverse industries. Ultimately, the findings will facilitate the promotion of an intrapreneurial culture, fostering an environment conducive to innovation and sustained success within organizations in the Saurashtra region and beyond.