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**IMPACT OF CORPORATE ENTREPRENEURSHIP  
COMPONENTS ON CONSUMER ENGAGEMENT**

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**ABSTRACT**

Corporate entrepreneurship, which involves fostering innovation and entrepreneurial behavior within an organization, significantly impacts consumer engagement. Key components of corporate entrepreneurship, such as innovation, agility, and proactive market orientation, directly influence how consumers interact with and perceive a company. Innovation, for instance, leads to the development of new products, services, and customer experiences that capture consumer interest and differentiate the brand in a crowded marketplace. This innovation-driven engagement not only attracts new customers but also deepens relationships with existing ones by consistently meeting their evolving needs. Agility, another crucial component, enables companies to quickly respond to changing consumer preferences and market conditions. This responsiveness builds consumer trust and loyalty, as customers are more likely to engage with brands that are attuned to their needs and can adapt swiftly to meet them. Additionally, a proactive market orientation ensures that companies are not just reacting to consumer demands but anticipating them, creating value in ways that surprise and delight customers. This forward-thinking approach fosters a deeper connection with consumers, leading to increased brand loyalty and advocacy. In essence, the components of corporate entrepreneurship create a dynamic, consumer-centric environment that enhances engagement, drives satisfaction, and ultimately, strengthens brand equity.