FACTORS IMPACTING ON CORPORATE ENTREPRENEURIAL BEHAVIOUR WITHIN A RETAIL ORGANISATION - A CASE STUDY

by

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SUPERVISOR: Dr A J Antonites
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- Our heavenly Father for spiritual and emotional strength.
I declare that *Factors impacting on corporate entrepreneurial behaviour within a retail organisation – a case study* is my own work and that all the sources that I have used or quoted have been indicated and acknowledged by means of complete references.

_________________________ ________________________
SIGNATURE DATE

(Mrs L Kamffer)
SUMMARY

FACTORS IMPACTING ON CORPORATE ENTREPRENEURIAL BEHAVIOUR WITHIN A RETAIL ORGANISATION – A CASE STUDY

By

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Supervisor:  Dr AJ Antonites

Department: Faculty of Economic and Management sciences

Degree: Masters Commerci

Entrepreneurship is generally defined as the creation of new businesses – yet, nowhere is it more important than in large, established organisations. Product life cycles are contracting and businesses need to stay ahead of competition. Organisations need innovative and creative employees to respond to the changing needs of the market.

Corporate entrepreneurship can be defined as entrepreneurial activities within an organisation, using the resources of the organisation to achieve innovative results.
Corporate entrepreneurship (also referred to as intrapreneurship) is not confined to a particular size or stage of an organisation.

This study focuses on the corporate entrepreneurial behaviour of middle managers inside a large retail organisation. The uniqueness of this study is the focus on the middle managers instead of senior management.

The study aims to make management aware of the concept of corporate entrepreneurship and to identify the factors which influence entrepreneurial behaviour in an established organisation.

**KEYWORDS**

Corporate entrepreneurship
Intrapreneurship
Entrepreneur
Innovation
CEAI (Corporate Entrepreneurship Assessment Instrument)
Retail
Middle management
OPSOMMING

FAKTORE WAT ‘N INVLOED HET OP KORPORATIEWE ENTREPRENEURIESE GEDRAG IN ‘N KLEINHANDEL ORGANISASIE – ‘N GEVALLE STUDIE

Deur

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Graad: Masters Commerci

Entrepreneurskap word in die algemeen gedefinieer as die skep van ‘n nuwe besigheid – dit is egter net so belangrik in groot, gevestigde ondernemings. Korter produk lewens siklusse en die uitdaging om die mededingers te oortref, versterk ondernemings se behoefte aan kreatiewe en innoverende werknemers.

Korporatiewe entrepreneurskap word gedefinieer as entrepreneuriese aktiwiteite binne ‘n organisasie. Entrepreneurs gebruik die hulpbronne van die onderneming om te innoveer.
Korporatiewe entrepreneurskap (ook intrapreneurskap) is nie beperk tot 'n spesifieke grootte of fase waarin die onderneming homself bevind nie.

Hierdie studie fokus op die korporatiewe entrepreneuriese gedrag van middelvlak bestuur in 'n gevestigde kleinhandel onderneming. Hierdie studie is uniek omrede dit fokus op middelvlak bestuur in plaas van senior bestuur.

Die doelwit van die studie is om bestuur bewus te maak van die konsep van korporatiewe entrepreneurskap en om faktore te identifiseer wat 'n invloed kan hê op korporatiewe entrepreneuriese gedrag in 'n gevestigde organisasie.

**SLEUTELWOORDE**

Korporatiewe entrepreneurskap
Intrapreneurskap
Entrepreneur
Innovasie
CEAI (Corporate Entrepreneurship Assessment Instrument)
Kleinhandel
Middelvlak bestuur
# TABLE OF CONTENTS

## CHAPTER 1

Introduction and problem statement

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Introduction</td>
<td>1</td>
</tr>
<tr>
<td>1.2</td>
<td>Background</td>
<td>2</td>
</tr>
<tr>
<td>1.3</td>
<td>Important concepts</td>
<td>5</td>
</tr>
<tr>
<td>1.3.1</td>
<td>Entrepreneurship</td>
<td>5</td>
</tr>
<tr>
<td>1.3.2</td>
<td>Entrepreneur</td>
<td>12</td>
</tr>
<tr>
<td>1.3.3</td>
<td>Corporate entrepreneurship</td>
<td>14</td>
</tr>
<tr>
<td>1.3.4</td>
<td>Creativity and innovation</td>
<td>16</td>
</tr>
<tr>
<td>1.4</td>
<td>An overview of the case study</td>
<td>20</td>
</tr>
<tr>
<td>1.5</td>
<td>Problem definition</td>
<td>22</td>
</tr>
<tr>
<td>1.6</td>
<td>Objectives of the study</td>
<td>24</td>
</tr>
<tr>
<td>1.6.1</td>
<td>Primary objective</td>
<td>24</td>
</tr>
<tr>
<td>1.6.2</td>
<td>Secondary objectives</td>
<td>25</td>
</tr>
<tr>
<td>1.7</td>
<td>Methodology</td>
<td>25</td>
</tr>
<tr>
<td>1.7.1</td>
<td>Literature study</td>
<td>25</td>
</tr>
<tr>
<td>1.7.2</td>
<td>Research design</td>
<td>26</td>
</tr>
<tr>
<td>1.7.2.1</td>
<td>Empirical study</td>
<td>27</td>
</tr>
</tbody>
</table>
CHAPTER 2

The South African retail industry

2.1 Introduction 33
2.2 Concepts of retail trade 33
2.3 The retail environment 35
2.4 Background overview of Massmart 37
2.5 An overview of Massdiscounters 40
2.5.1 Discount stores 40
2.5.2 Massdiscounters 41
2.5.3 The retail chains 42
2.5.4 The internal environment of Massdiscounters 47
2.6 Massdiscounters’ competitive industry 51
2.6.1 Supermarkets 51
2.6.2 Hypermarkets 52
2.6.3 Warehouse clubs 52
2.6.4 Furniture stores 52
CHAPTER 3

Corporate Entrepreneurship, a theoretical overview

3.1 Introduction 56
3.2 Entrepreneurial behaviour 57
3.3 Introduction to corporate entrepreneurship and intrapreneurial behaviour 63
3.4 Characteristics of a corporate entrepreneur 71
3.5 Corporate entrepreneurship and strategic management 75
3.6 Corporate entrepreneurship and innovation 82
3.7 The implementation of corporate entrepreneurship 90
3.7.1 Constraints to intrapreneurial behaviour 96
3.7.1.1 Reward systems 98
3.7.1.2 Excessive formalisation in organograms 98
3.7.1.3 Resource allocation 99
3.7.1.4 Top management 99
3.7.1.5 Entrepreneurial management 100
3.8 Conclusion 105
## CHAPTER 4

**Research methodology and findings**

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1</td>
<td>Introduction</td>
<td>106</td>
</tr>
<tr>
<td>4.2</td>
<td>Aims and objectives of the study</td>
<td>106</td>
</tr>
<tr>
<td>4.2.1</td>
<td>Primary objective</td>
<td>106</td>
</tr>
<tr>
<td>4.2.2</td>
<td>Secondary objective</td>
<td>107</td>
</tr>
<tr>
<td>4.3</td>
<td>Research methodology</td>
<td>107</td>
</tr>
<tr>
<td>4.3.1</td>
<td>Research design</td>
<td>107</td>
</tr>
<tr>
<td>4.3.2</td>
<td>Population and sampling</td>
<td>108</td>
</tr>
<tr>
<td>4.3.3</td>
<td>Instrument of assessment</td>
<td>109</td>
</tr>
<tr>
<td>4.3.4</td>
<td>Data collection</td>
<td>112</td>
</tr>
<tr>
<td>4.4</td>
<td>Statistical analysis and reliability factors</td>
<td>113</td>
</tr>
<tr>
<td>4.4.1</td>
<td>Statistical techniques</td>
<td>113</td>
</tr>
<tr>
<td>4.4.2</td>
<td>The Wilcoxon Mann-Whitney test</td>
<td>114</td>
</tr>
<tr>
<td>4.4.3</td>
<td>Chi-square test</td>
<td>115</td>
</tr>
<tr>
<td>4.4.4</td>
<td>Spearmann correlation analysis</td>
<td>115</td>
</tr>
<tr>
<td>4.5</td>
<td>Creation and reliability of scales</td>
<td>116</td>
</tr>
<tr>
<td>4.6</td>
<td>Research findings</td>
<td>123</td>
</tr>
<tr>
<td>4.6.1</td>
<td>Demographic profile</td>
<td>123</td>
</tr>
<tr>
<td>4.6.2</td>
<td>The corporate entrepreneurship environment</td>
<td>128</td>
</tr>
</tbody>
</table>
Chapter 5
Summary, conclusion and recommendations

5.1 Introduction 139
5.2 Aims of the study 140
5.2.1 Primary objective 140
5.2.2. Secondary objectives 140
5.3 Findings of the literature study 141
5.3.1 Chapter 2 141
5.3.2 Chapter 3 142
5.4 Findings from empirical research 143
5.4.1 Demographic information 144
5.4.2 Findings on the five CEAI factors 146
i) Management support 146
ii) Work discretion 147
iii) Rewards/Reinforcement 147
iv) Time availability 147
v) Organisational boundaries 148
5.5 Conclusion 148
5.6 Recommendations for further investigation 150
LIST OF TABLES

Table 1  Selected definitions of entrepreneurship 10
Table 2  Forms of innovation 18
Table 3  Average annual growth rates 34
Table 4  Financial results 44
Table 5  South Africa’s TEA in relation to the rest of the world 58
Table 6  Differences between real intrapreneurs and promoters 73
Table 7  Elements of innovative organisations 88
Table 8  Underlying contracts or factors of the CEAI 111
Table 9  Item analysis for the CEAI factors management support, work
discretion and rewards/reinforcement 118
Table 10  Item analysis for the CEAI factors time availability and
organisational boundaries 119
Table 11  Item analysis of the Time Availability factor after exclusion
of question 38 121
Table 12  Internal reliability of the Management Support sub-
dimensions 122
Table 13  Average age 125
Table 14  Culture distribution of the sample 126
Table 15  Average number of years experience 127
Table 16  Descriptive information of the five CEAI factors  129

Table 17  Descriptive information of the sub-dimensions of management support  131

Table 18  A comparison between the five CEAI factor scores of the different divisions  134

Table 19  A comparison between the five CEAI factor scores of White and Asian respondents  135

Table 20  A comparison between the five CEAI scores of persons with only Grade 12 and those with a post matric qualification  136

Table 21  Cross-tabulation between culture and education  137

Table 22  Spearman correlation between CEAI factors and age and number of years experience in the industry  137

LIST OF FIGURES

Figure 1  Entrepreneurial activity by type of firm in GEM developing countries  7

Figure 2  Necessity and opportunity entrepreneurship in GEM developing countries  8

Figure 3  Differentiation of discover, invention and innovation  17

Figure 4  A corporate profile of Massmart Holdings Limited  39

Figure 5  Massdiscounters attitude survey results  49
<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Work conditions</td>
<td>50</td>
</tr>
<tr>
<td>7</td>
<td>The global entrepreneurship monitor conceptual model</td>
<td>62</td>
</tr>
<tr>
<td>8</td>
<td>An interactive model of corporate entrepreneurship</td>
<td>67</td>
</tr>
<tr>
<td>9</td>
<td>A model of entrepreneurial motivation</td>
<td>70</td>
</tr>
<tr>
<td>10</td>
<td>Influence of the business environment</td>
<td>76</td>
</tr>
<tr>
<td>11</td>
<td>The entrepreneurial strategic management interface</td>
<td>78</td>
</tr>
<tr>
<td>12</td>
<td>Fitting corporate entrepreneurship into strategic management</td>
<td>80</td>
</tr>
<tr>
<td>13</td>
<td>Strategic integration of entrepreneurship throughout the organisation</td>
<td>81</td>
</tr>
<tr>
<td>14</td>
<td>The crucial roles of innovation</td>
<td>87</td>
</tr>
<tr>
<td>15</td>
<td>Middle managers’ perception of the internal environment for corporate entrepreneurship</td>
<td>93</td>
</tr>
<tr>
<td>16</td>
<td>Distribution among store types</td>
<td>124</td>
</tr>
<tr>
<td>17</td>
<td>Gender distribution of store managers</td>
<td>124</td>
</tr>
<tr>
<td>18</td>
<td>Language distribution</td>
<td>125</td>
</tr>
<tr>
<td>19</td>
<td>Highest education level of respondents</td>
<td>126</td>
</tr>
<tr>
<td>20</td>
<td>Ever started a business</td>
<td>128</td>
</tr>
<tr>
<td>21</td>
<td>Graphic presentation of factor mean results</td>
<td>130</td>
</tr>
<tr>
<td>22</td>
<td>Graphic presentation of factor mean results of management support</td>
<td>132</td>
</tr>
<tr>
<td>23</td>
<td>Mean scores of White and Asian respondents on each of the CEAI factors</td>
<td>135</td>
</tr>
</tbody>
</table>
LIST OF ANNEXURES

Annexure 1  Massmart 2003 annual report
Annexure 2  Interim results to December 2003
Annexure 3  Published financial results for Massmart group
Annexure 4  The Corporate Entrepreneurship Assessment Instrument (CEAI) questionnaire
Annexure 5  Permission for the use of the CEAI