

Purpose of this thesis was to explore the Impact of CE and HPWS on Employees' Attitude in fast moving consuming goods industry of Pakistan and the role of Psychological Contract as Mediator of this relationship through this study. Even though many research have studied these variables individually or their relationships with other variables but not with entrepreneurship and particularly corporate entrepreneurship. The population selected for conducted research was fourteen sales offices of FMCG's working in Pakistan including national, international and multinational organizations from city of textile. Detailed questionnaires were being used for the data collection from FMCG.

For the current study data was collected through questionnaire. Most practical random sampling is being used to collect the data from said industry. The questionnaires were administered to 500 individuals and only 365 take part actively in this research process. The response rate to the study is 73%. For data analysis purpose, we had gone through the person's correlation, regression analysis to see the degree of impact and descriptive statistics, common useful tool to elaborate analysis in theory. SPSS 21 was used for the data analysis and reporting purpose.

As a result of this study it is explored that significant relationship exists between CE, HPWS, OC and Satisfaction of job, all the four dependent and independent variables and also observed that PCB has negative relationship with all studied variables. Correlation and regression table explain more clearly the negative relationship of psychological contract with dependent as well as independent variables. To test the mediating role of psychological contract breach we run Sobel test, which tells us that psychological contract breach work as mediator. By implementing corporate entrepreneurship and High performance work system, national and international FMCGs in Pakistan can create employees' attitude which may lead them to higher enactments and returns.