Intrapreneurship: Revitalising Organizations through Intra-Corporate Entrepreneurship

Ritu Atheya*; Dr. Renu Arora**

*Assistant Professor,
Department of Resource Management,
Institute of Home Economics,
University of Delhi,
New Delhi, India.

**Associate Professor,
Department of Resource Management
Institute of Home Economics,
University of Delhi,
New Delhi, India.

Abstract

This paper provides a review on the core concept of intrapreneurship, pinpointing the similarities and differences between entrepreneurship and intrapreneurship. Entrepreneurs are reshaping the business environment but it is not always necessary to establish an organisation in order to implement new ideas. Now-a-days intrapreneurship has become a revolutionary concept for speeding up the innovations within learning organizations by making better use of the entrepreneurial talent. In today’s scenario, organizations especially the large ones, will not survive in this era of rapid change and innovation unless they acquire entrepreneurial competence. Thus, a great potential lies in applying business principles within existing organizations.

Keywords: business, entrepreneurship, innovation, intrapreneurship, organization.

References


Pinchot and Company (1999)


