



How to promote entrepreneurship within established companies? Human Resource Management and Corporate Entrepreneurship

By Manuel Jockenhöfer

Grin Verlag Gmbh Aug 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x4 mm. This item is printed on demand - Print on Demand Titel. Neuware - Bachelor Thesis from the year 2012 in the subject Business economics - Personnel and Organisation, grade: 1,0, LMU Munich, language: English, abstract: Introduction There is a growing consensus that companies should promote entrepreneurship within their organizational boundaries. This way, established companies are in a position to preserve and reinforce the innovativeness and flexibility from which many young enterprises benefit. The business strategy pursued by organizations which intentionally engage in various entrepreneurial activities is referred to as a corporate entrepreneurship (CE) strategy. The CE strategy implies the continuous development of new products and technologies as well as the flexible adjustment of internal organizational structures and processes. Thus, the pursuance of a CE strategy generally helps those organizations acting in dynamic business environments to enhance their competitiveness and economic viability. Given that today's business environments are increasingly characterized by rapid technological evolution, globalization, and progressively sophisticated competitors (Schmelter et al., 2010, p. 716), the CE strategy is recommendable for more and more companies. Nonetheless, although researchers paid increased attention to the field of CE over the...

Reviews

The ideal publication i ever read through. It is probably the most amazing ebook i have read. You wont really feel monotony at at any moment of your own time (that's what catalogues are for concerning should you request me).

-- **Kianna Cummings MD**

Most of these ebook is the ideal book offered. It is rally interesting throgh reading through time. Your way of life span will be enhance the instant you complete reading this ebook.

-- **Antonina Friesen**

You May Also Like



[Psychologisches Testverfahren](#)

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG, Eignungstest für das Medizinstudium, Adult Attachment Interview,...



[Programming in D](#)

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers who are new to computer programming. Although...



[Adobe Indesign CS/Cs2 Breakthroughs](#)

Peachpit Press, 2005. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Adobe InDesign is taking the publishing world by storm and users are hungry for breakthrough solutions to...



[The Java Tutorial \(3rd Edition\)](#)

Pearson Education, 2001. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Praise for "The Java' Tutorial, Second Edition" includes: "This book stands above the rest because it has...



[Have You Locked the Castle Gate?](#)

Addison-Wesley Professional. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Is your computer safe Could an intruder sneak in and steal your information, or plant a virus Have...



[Unbored Adventure: 70 Seriously Fun Activities for Kids and Their Families](#)

Bloomsbury Publishing Plc. Paperback. Book Condition: new. BRAND NEW, Unbored Adventure: 70 Seriously Fun Activities for Kids and Their Families, Joshua Glenn, Elizabeth Foy Larsen, Tony Leone, Mister Reusch, Heather Kasunick, UNBORED Adventure has all the smarts, innovation, and free-wheeling spirit of...