

CORPORATE INTRAPRENEURSHIP: AN EFFECTIVE STRATEGY AT THE JUNCTION OF INNOVATION AND KNOWLEDGE-BASED EMPLOYEES ENGAGEMENT PARADIGM.

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Abstract

The objective of this article is to examine the relation between the creation of new products and services, in general innovation strategy, and the implementation of active policies of Intrapreneurship or Corporate Entrepreneurship in big IT related companies in Andalusia. Due to the dynamic changes in the market rules as well as voracious speed of technology development, many established companies need to approach the innovation management differently. The intrapreneurship is becoming, once again, the focus of interest of scholar and companies leaders. As the corporate entrepreneurship initiatives can become both the source of viable innovation, or even R&D solutions, and the motivational spark that facilitate the knowledge generation and circulation within the companies' structures.

Keywords: intrapreneurship, corporate entrepreneurship, innovation strategy, innovation management, knowledge spillovers.

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