IMPORTANȚA CRESCÂNDĂ A INTRAPRENORIATULUI ŞI IMPACTUL ACESTUIA ASUPRA SUPRAVIEȚUIRII FIRMELOR

THE GROWING IMPORTANCE OF INTRAPRENEURSHIP AND ITS IMPACT UPON THE SURVIVAL OF COMPANIES

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Abstract: Entrepreneurship continues to prosper in almost all corners of the world, remodeling the business environment and creating a world in which their companies play an important role in the prosperity of the global economy. The recognition of entrepreneurial dynamics within companies is highly important because nowadays companies are facing a reality in which innovation is essential for survival. In this context the paper provides a short review of theoretical studies on the concept of intrapreneurship. The theoretical aspects are accompanied by some expert opinions regarding the concept of intrapreneurship and the impact this has upon their company. Furtheron the different opinions of the experts are tested on 184 managers. All the theoretical and practical analysis is important, because intrapreneurship should be seen as being essential for all existing companies. On the one hand it motivates companies to overcome limitations and helps them to extend their range of products and services. On the other hand it helps them to cope with the competition and market requirements, by managing to bring something new to the market and help create new skills.

Keywords: Intrapreneurship, entrepreneurship, innovation, competitiveness