

14. Corporate Entrepreneurship

The innovation of products, services and processes and the formation of new business enterprises are important to all economies. Innovation and new business development can be initiated by independent individuals and/or by existing enterprises. The first is typically referred to as entrepreneurship, the latter as corporate entrepreneurship or intrapreneurship. Corporate entrepreneurship is considered as a valuable instrument for rejuvenating and revitalizing existing organizations. It is brought into practice as a tool for business development, revenue growth, and profitability enhancement and for pioneering the development of new products, services and processes. Corporate entrepreneurship is often defined as a process that goes on inside an existing firm which may lead to new business ventures, the development of new products, services or processes and the renewal of strategies and competitive postures. As such, it can be seen as the sum of a company's innovation, venturing and renewal efforts.

Corporate entrepreneurial advantages (ventures, innovation and renewal) can be created relying on tangible (e.g. physical, financial and labour resources) and intangible resources (e.g. human, social and intellectual capital). Intangible resources are becoming ever more salient, especially in highly innovative and emerging industries. Whereas human capital is concerned with the capabilities, knowledge, skills and experience of employees, intellectual capital refers to collectively embodied, organizational knowledge and social capital is described as an asset incorporated in social networks. However, the role of intangible resources has been under investigated in corporate entrepreneurship and innovation research.

The current business climate requires that organizations, large and small alike, develop the capability to anticipate and respond to changes and opportunities in their internal and external environments. This track deals with topics related to these. In particular we are interested in the following:

- * Identifying and shaping opportunities/Intellectual Capital
- * The corporate entrepreneurship business planning process

- * Corporate venturing,
- * Instilling corporate entrepreneurship into the business

The Call for Papers for this track welcomes not only academic papers, but also case studies, and practitioners and policy oriented papers and workshops.

- Academic paper abstracts should clearly state the aim of the study, methods used, results obtained and conclusions reached for SMEs and entrepreneurship as well as implications for policy or program development. Abstracts should include title of paper, name(s) of author(s), affiliation, and full contact details.
- Workshop and case study proposals should clearly link to the themes of the conference. Proposal abstracts must include: topic, name of workshop leader (with full contact details), names of workshop panellists, and a brief description of what the workshop will cover.