



Effects of Innovation for the intrapreneurial wellbeing

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Abstract

Entrepreneurial minded employees meanwhile, get the challenge and the profits of creating their own 'companies' with little of the risk they would face on their own, David Cuthill - Los Angeles Business Journal Intrapreneurship is entrepreneurial activities inside the organizations.

It is a kind of process in which employees or workers proactively act to fulfil or implement innovative and creative ideas which improve the processes, products, processes or services into an organisation, they are working for. Intrapreneurship is considered a positive sign or effect for the growth of the organization, profitability and development including the finances.

Keywords: entrepreneurship, entrepreneurship, growth, innovation, organisation

1. Introduction

Intrapreneurship is a significant vital for all organizations and a survival strategy for others. Organizations that have embraced intrapreneurship have achieved higher financial returns, increased productivity, more innovation and higher levels of employee engagement. Intrapreneurship means behaving like an entrepreneur while working with a large organization. Some of the key points of intrapreneur are:

- Intrapreneur acts as an "inside entrepreneur" who focuses on innovation and creativity while operating within the goals and environment of an organization.
- Intrapreneurs bring their ideas to the organization to generate new products, processes or services and thereby act as a force for change within the organization.
- Intrapreneurship adds to the innovation potential of an organization.
- In some ways, the profit of intrapreneurship are not easy to predict and therefore difficult to justify. As an outcome of which good manager must be extended and open minded to implement entrepreneurship.

1.1 Difference between Entrepreneurship and Intrapreneurship

- The differences between entrepreneurship and intrapreneurship is perhaps more dramatic than the similarities. Intrapreneurship is often restorative whereas individual entrepreneurship is developmental. Restorative action is engaged to answer stagnation within a large organisation that perhaps long ago became overly structured and hierarchical. Individual entrepreneurship, on the other hand, prepares something out of nothing. It develops a product or process where none existed before. In the case of venture, even the entity itself is new.
- Another difference between individual entrepreneurship and intrapreneurship is the firm's antagonism. In terms of individual entrepreneurial, the enemy is the market. The task for the entrepreneur is to overcome obstacles within the market in order to persevere and become a competitive force. But in the case of intrapreneurship, the

corporate culture may be the main competitor. Depending upon the association, the company itself can smother the very entrepreneurial processes try to find encourage. Thus, in accumulation to overcoming market obstacles, the corporate entrepreneur may also have to overcome organisational hurdles, blocks and mindsets.

- A third differences is that entrepreneur has the access to company's finances, built-up amenities, marketing network and other maintain amenities provided the venture opportunity warrants it. The entrepreneur, on the other hand, has to use his individual prosperity or jumble to get support and maintain from various outside sources.
- A fourth difference is that intrapreneur does not have the rights of the new endeavour formed nor is the totally sovereign whereas a single entrepreneur is completely independent and has complete ownership of the new venture established by him.

1.2 How innovation effects

Economy as a whole world wide in today's time is thriving on innovation and the time of the present is not only highly competitive but also characterized by constant market changes occurring at a rapid paced. Just to overcome this, only way out left while dealing such a situation is constant innovation. Catalyzing this system of self-renewal for constant competitive advantage is through intrapreneurship. There is tendency and rising interest in doing your own thing which may also be called as mentality of the workforce. Sometimes it becomes imperative for the organizations to support or fund / finance for the start-ups in order to train creative employees. This is the prime reason why a large number of organizations are promoting the idea of developing internal entrepreneurs – intrapreneurs.

2. Intrapreneurship and organisational environment

Entrepreneurship is ingrained to the overall culture of the business, adopted as a core practice and directed towards the organizational goals. Organizations therefore must become well versed in the methods and practices for activating and

developing intrapreneurship if they have to attain a sustainable competitive advantage.

The needs of the organization required to keep a checks and balances on other factors which would inhibit the intrapreneurial culture. These factors are organizational resistance to change, problems in resource allocations to new ideas, lack of training and support for employees, low rewards for success coupled with high cost of failure, lack of infrastructure for promising projects.

3. Essence of intrapreneurial innovation

As entrepreneurs, managers try to improve the situations. Intrapreneurship is of conducive culture which can build policies and practices supported by the organizational structures that maximizes the likelihood the people meet, communicate openly, share their ideas and information, listen and learn from each other and also develop a culture of mutual trust and support.

Innovative aspects need to be part of the corporate culture of the organization. Top management of the organization should focus not only on just attaining talented people but also on retaining them by giving ample opportunities to display their entrepreneurial abilities with the realms of the organization along with an effective system of rewards/promotion in return. Such type of activities boosts the morale, brings confidence, triggers active employee participation and encourages their personal responsibility and leads to accountability for taking higher positions.

4. Fostering Intrapreneurship

By fostering an intrapreneurial ethics with an organization, employees can be empowered and enabled to become change agents who are comfortable bringing new ideas forward and promoting their execution through moderate risk taking abilities. The needs of the organization required to keep a checks and balances on other factors which would inhibit the intrapreneurial culture. These factors are organizational resistance to change, problems in resource allocations to new ideas, lack of training and support for employees, low rewards for success coupled with high cost of failure, lack of infrastructure for promising projects.

For employees

Employees who succeed as intrapreneurs tend to possess the same talents and traits as traditional entrepreneurs as well as a commitment to the organization and its goals. While working in an industry instead of launching an independent start up business, offers a number of advantages to such individuals. Access to the company's resources increases their chances of success like maintaining a salaried position provides them with added security in the case of failure. Intrapreneurs also gain experience that they can apply to future entrepreneurial ventures as well as a stimulating work environment.

The reason is not entrepreneurship but the lack of intrapreneurship in managers in such organizations who could not save them from collapse. In the present dynamic world where we are, the organizations falter with outdated business models conceived by their entrepreneurs. Thus it is the intrapreneurs who set them right and go on reinventing organizations.

5. Establishing intrapreneurship

Establishment of intrapreneur friendly set up or venture, we

need to make sure that the employees are placed in an innovative working environment. There is no room of rigidity and conservativeness on anybody's part be it the management or the employees. Though conservative organizations may reach high level of efficiency and profitability but generally or always do not provide an environment that is conducive to intrapreneurial activity. Salient features for intrapreneurial environment are:

1. Support from the top management which may consist of passive approval of innovative ways of thinking or acting. It may also form the part as active support like mentoring relationship.
2. Recognition to the style of intrapreneurialism that is encouraged need to be compatible with business operations and the organization's overall culture.
3. Strong communication system within the organization so that the voices of intrapreneurs is heard, respected and due recognition is given.
4. Proper utilization of manpower resources is used.
5. As intrapreneurs tend to be creative, dedicated and talented in various fields, they should be rewarded well.
6. Intrapreneurs should be allowed to process, maintain their involvement on the project instead of just handing off to some other person or task force. It is to

6. Summary of the study

The level of intrapreneurial orientation influences the organization's performance in terms of survival, market presence, growth and competitiveness. But the level of influence is moderated by the prevailing environment within the organization. Conceptual framework for the study gets developed from relationship between intrapreneurial orientation, the environment of organizations and performance depends with the close coordination while working on it.

7. Conclusion

The truth is, intrapreneurship is beneficial to organizations and workers alike. First seventy percent of entrepreneurs say they left previous corporate roles because they felt stifled. So providing a process for these individuals to pitch ideas can help to retain them, contrary to what many managers expect.

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