



FLAME
UNIVERSITY

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Creating Corporate Entrepreneurs

Igniting Minds.

Time for Poll

- Introduction to Corporate entrepreneurship.
- Corporate entrepreneurship in Indian context
 - Brain drain phenomena – US to India!
 - Employment Engagement CRISIS.
 - Young Indian Workforce – Demographic dividend!
 - Changing work environment.
- Corporate entrepreneurship program in Indian organisation.
- Measuring organisations readiness for Corporate entrepreneurship.

CORPORATE ENTREPRENEURSHIP & ITS EVOLUTION

- The term “Intrapreneur” was coined in the seventies.
 - “Intrapreneurship” was first introduced in the academic community by Gifford and Elizabeth Pinchot, in an article in 1978.
- Corporate entrepreneurship is a process through which different teams inside an existing organization conceive, foster, launch and manage the new business which is different from the existing business of the parent organization, but leverages the resources of the parents organization - Wolcott and Lippitz (2007)
- CORPORATE ENTREPRENEURSHIP EVOLUTON:
 - Individual intrapreneur – Souder, 1981 – Jennings et al, 1994
 - Formation of New Corporate ventures – Halvacek & Thompson, 1973 – Krueger & Brazeal, 1994
 - Entrepreneurial organization – Hanan, 1976 – Muzyka *et al*, 1995
 - Corporate Accelerators - Shankar & Shepherd, (2019).

CORPORATE - ENTREPRENEURSHIP DIMENSIONS

Proactiveness:

Innovations:

Self-Renewal:

Risk-taking:

CORPORATE ENTREPRENEURSHIP BENEFITS

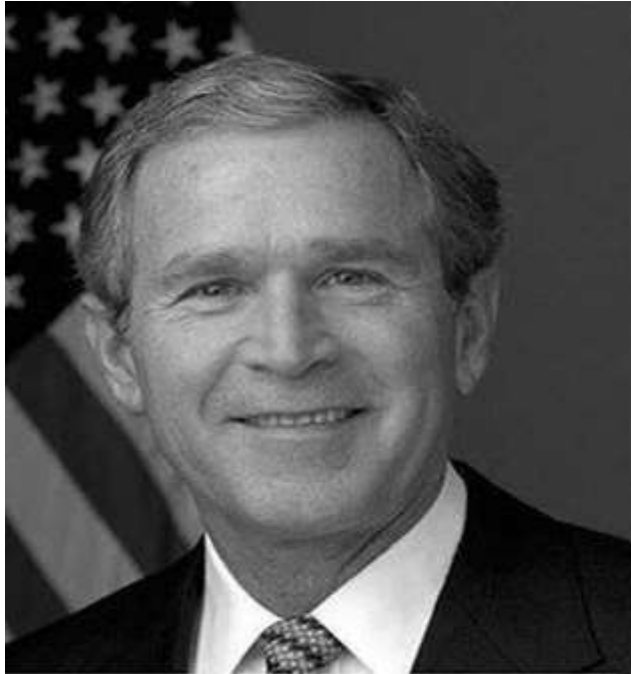
- Profitability.
- Gaining knowledge for future revenue streams.
- Strategic renewal.
- Fostering innovativeness.
- International success.
- Enhanced competing capability of the organization.
- Growth.
- Creating competitive advantage.

NEED FOR CORPORATE ENTREPRENEURSHIP IN INDIAN CONTEXT

- Brain drain phenomena – US to India!
- Employment Engagement CRISIS.
- Young Indian Workforce – Demographic dividend!
- Changing work environment.

NEED FOR CORPORATE ENTREPRENEURSHIP IN INDIAN CONTEXT

- Brain drain phenomena – US to India!



George Bush:

People of US are unemployed!!
Why u r employing **foreign**
Engineers in Microsoft?



Bill Gates:

If we stop employing foreign engineers
especially from India.
Then, there will be another Microsoft born
in **INDIA.**

NEED FOR CORPORATE ENTREPRENEURSHIP IN INDIAN CONTEXT

- Brain drain phenomena – US to India!

- **Flipkart.com -**
- **Naukri.com [Info Edge (India) Ltd] -**
- **Infosys Limited –**

NEED FOR CORPORATE ENTREPRENEURSHIP IN INDIAN CONTEXT

- Employee Engagement CRISIS

- In the human resource development field, employee engagement is a widely known concept.
- Kahn (1990) explained engagement as “utilizing of firms employees’ selves to their work roles; engaged employees while performing their work, not only employ and express them physically, but also cognitively and emotionally.”
- Employee engagement benefits the organization.
- Employee Engagement CRISIS - Gallup study
- The employee engagement crisis costing economies

NEED FOR CORPORATE ENTREPRENEURSHIP IN INDIAN CONTEXT

- Young Indian Workforce – Demographic dividend!

- Millennials and Generation Z have entered the global workforce.
- Younger workforce have experienced a difficult environment.
- The younger workforce with good education, are considering an employment.
- The younger workforce employees come with a new mindset.
 - (value work which offers them transparency, autonomy, offers flexibility, trust and opportunity to collaborate at workplace, get timely feedback, jobs which invest in their carriers)

NEED FOR CORPORATE ENTREPRENEURSHIP IN INDIAN CONTEXT

- Changing Work Environment

- Changes at Economic & Social Front
- Skeptical about the employment
- Younger work force does not follow the idea of ONE JOB, ONE CAREER.

CORPORATE ENTREPRENEURSHIP PROGRAM IN INDIAN ORGANISATION

- Hindustan Unilever Ltd.
- India First Life Insurance.
- M&M Financial Services Ltd.
- Essar Oil Limited.
- J&J India.
- Marico India Ltd.
- RPG Group.
- Reliance Industries Ltd.

MEASURING ORGANISATION READINESS FOR CORPORATE ENTREPRENEURSHIP.

- Five Dimensions important determinants of an environment conducive to entrepreneurial behaviour.
- Top management support:
- Work discretion:
- Rewards and reinforcement:
- Time availability:
- Organizational boundaries:

A photograph of a lecture hall with students seated at desks. A woman in the center foreground has her hand raised. Nameplates for 'Dolly', 'Mohit', and 'Toral' are visible on the desks. A clock and a wooden storage unit are on the wall in the background.

Time for Poll

MEASURING ORGANISATION READINESS FOR CORPORATE ENTREPRENEURSHIP.

- **IMPLEMENTING CEAI**

1. Distribute CEAI instrument:
2. Individual Scoring:
3. Organizational Scoring:
4. Interpreting the scores:
5. Point of responsibility:

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Thank you.

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