

Intrapreneurship Discovery: Standard Strategy to Boost Innovation inside Companies

Authors : Chiara Mansanta, Daniela Sani

Abstract : This paper studies the concept of intrapreneurship discovery for innovation and technology development related to the manufacturing industries set up in the center of Italy, in Marche Region. The study underlined the key drivers of the innovation process and the main factors that influence innovation. Starting from a literature study on open innovation, this paper examines the role of human capital to support company's development. The empirical part of the study is based on a survey to 151 manufacturing companies that represent the 34% of that universe at the regional level. The survey underlined the main KPI's that influence companies in their decision processes; then tools for these decision processes are presented.

Keywords : business model, decision making, intrapreneurship discovery, standard methodology

Conference Title : ICCIM 2019 : International Conference on Creativity and Innovation Management

Conference Location : New York, United States

Conference Dates : April 22-23, 2019