

**FACTORS IMPACTING ON CORPORATE  
ENTREPRENEURIAL BEHAVIOUR  
WITHIN A RETAIL ORGANISATION – A  
CASE STUDY**

by

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I declare that *Factors impacting on corporate entrepreneurial behaviour within a retail organisation – a case study* is my own work and that all the sources that I have used or quoted have been indicated and acknowledged by means of complete references.

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**SIGNATURE**

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## **SUMMARY**

### **FACTORS IMPACTING ON CORPORATE ENTREPRENEURIAL BEHAVIOUR WITHIN A RETAIL ORGANISATION – A CASE STUDY**

**By**

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**Degree:** Masters Commerci

Entrepreneurship is generally defined as the creation of new businesses – yet, nowhere is it more important than in large, established organisations. Product life cycles are contracting and businesses need to stay ahead of competition. Organisations need innovative and creative employees to respond to the changing needs of the market.

Corporate entrepreneurship can be defined as entrepreneurial activities within an organisation, using the resources of the organisation to achieve innovative results.

Corporate entrepreneurship (also referred to as intrapreneurship) is not confined to a particular size or stage of an organisation.

This study focuses on the corporate entrepreneurial behaviour of middle managers inside a large retail organisation. The uniqueness of this study is the focus on the middle managers instead of senior management.

The study aims to make management aware of the concept of corporate entrepreneurship and to identify the factors which influence entrepreneurial behaviour in an established organisation.

## **KEYWORDS**

Corporate entrepreneurship

Intrapreneurship

Entrepreneur

Innovation

CEAI (Corporate Entrepreneurship Assessment Instrument)

Retail

Middle management

## **OPSOMMING**

### **FAKTORE WAT 'N INVLOED HET OP KORPORATIEWE ENTREPRENEURIESE GEDRAG IN 'N KLEINHANDEL ORGANISASIE – 'N GEVALLE STUDIE**

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**Graad:** Masters Commerci

Entrepreneurskap word in die algemeen gedefinieer as die skep van 'n nuwe besigheid – dit is egter net so belangrik in groot, gevestigde ondernemings. Kortere produk lewens siklusse en die uitdaging om die mededingers te oortref, versterk ondernemings se behoefte aan kreatiewe en innoverende werknemers.

Korporatiewe entrepreneurskap word gedefinieer as entrepreneuriese aktiwiteite binne 'n organisasie. Entrepreneurs gebruik die hulpbronne van die onderneming om te innoveer.

Korporatiewe entrepreneurskap (ook intrapreneurskap) is nie beperk tot 'n spesifieke grootte of fase waarin die onderneming homself bevind nie.

Hierdie studie fokus op die korporatiewe entrepreneursiese gedrag van middelvlak bestuur in 'n gevestigde kleinhandel onderneming. Hierdie studie is uniek omrede dit fokus op middelvlak bestuur in plaas van senior bestuur.

Die doelwit van die studie is om bestuur bewus te maak van die konsep van korporatiewe entrepreneurskap en om faktore te identifiseer wat 'n invloed kan hê op korporatiewe entrepreneursiese gedrag in 'n gevestigde organisasie.

## **SLEUTELWOORDE**

Korporatiewe entrepreneurskap

Intrapreneurskap

Entrepreneur

Innovasie

CEAI (Corporate Entrepreneurship Assessment Instrument)

Kleinhandel

Middelvlak bestuur

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