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CORPORATE ENTREPRENEURSHIP - UNTAG

Learn, Understanding, and explain Corporate Entrepreneurship (CE) meaning and definition. Corporate entrepreneurship (Shaker A. Zahra, 1991) is a set of activities to enhance a company ' s ability to innovate, take a risk, and seize the opportunities that are allocated in the market. Also, Corporate entrepreneurship is targeting the new business establishment, new market allocation with ...

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that are needed to support, motivate and engage
the organization in entrepreneurial thinking and
action.

Corporate entrepreneurship sets the context for
innovation and growth. It provides a systems
view of the resources, processes and environment