

A Study of Motivations, Practices, and Innovations of Intrapreneurs : Handling Crisis Situations

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Abstract

Research paper takes a perspective of motivations, practices, and innovative work behavior of hi-tech intrapreneurs, working inside organizations to fabricate something beneficial for all situations. Authors evaluated the project innovations of 300 sample intrapreneurs working in various software corporates in India. Authors adopted a Triangular Approach in qualitative analysis for examining the motives of idea innovation applications with NVivo 11 Pro software. SPSS Software Version 21 was used to analyze demographic capacity-building gender attributes of intrapreneurs that enabled decisions under uncertainty for technological developments (automation, digitization). Paper reflects on the novel business application efforts and ideas implemented within corporates for sustainable value creation. Authors invited technological experts and policymakers to channel idea origination, promotion, and change-making process to co-create something innovative for societal well-being and commercial success.

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Keywords : Start-up; Intrapreneurs; Innovative; Work Behavior; Business; Leadership; Social Well-Being; Motivations

I. Introduction

DURING CHALLENGING TIMES, technopreneurs stay resilient, determined, flexible, and adaptable to various hardships and work towards raising capacity and responsiveness to meet societal needs. They typically aspire to develop organizational and community resilience in complexities by upgrading technological trends. They learn to be strategically focused on project initiatives with an inclusive and empathetic view of societal concerns. The entrepreneurial-oriented intrapreneurs undertake constructive automation, and digitization idea projects with the adoption of technological innovation to find a way out of crisis-like, difficult situations (Curtis, Chui and Pavur, 2020).

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