

Kim Julian Nestel / Elena Trost

Corporate Entrepreneurship. What do Companies require from Entrepreneurs?

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Corporate Entrepreneurship - What do Companies require from Entrepreneurs?

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**Elena Trost
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“If you can dream it, you can do it.”

- Walt Disney

ABSTRACT

Within a world of emerging global markets and rapid technological development, there is a strong demand for entrepreneurship within established companies in order to stay competitive. According to different studies, there is a positive linkage between Corporate Entrepreneurship (CE) and companies' performance, which leads to a strong demand from organizations to foster their entrepreneurial culture. The recruitment and selection function within Human Resource Management (HRM) is an essential driver to attract, develop, and retain entrepreneurial people within corporations. The literature proposes that companies should match their selection criteria to the identified dimensions of Entrepreneurial Orientation (EO).

However, there is a lack of research if companies have specific HRM practices to select and retain entrepreneurial people. By investigating the recruitment requirements and development possibilities of Swedish-based companies, this study contributes empirical knowledge to the topic of how companies deal with HRM and CE. This information improves the understanding in the Corporate Entrepreneurship literature.

Key words: Entrepreneurship Education, Entrepreneurship Orientation, Corporate Entrepreneurship, Human Resource Management, Innovation

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