

Corporate entrepreneurship

Innovation and strategy
in Large organizations

Third

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Corporate entrepreneurship is especially crucial for large companies, enabling these organizations - that are traditionally averse to risk-taking - to innovate, driving leaders and teams toward an increased level of corporate enterprising. In addition to the obvious benefits obtained through innovation, this approach also provides the organizational benefit of setting the stage for leadership continuity. In a simpler view, corporate entrepreneurship can also be considered a means of organizational renewal. What is Corporate Entrepreneurship (CE)? Major current researches are based on the studies of Joseph A. Schumpeter (1883 - 1950); An Austrian-American economist and political scientist. He was the first economist who determined entrepreneurs as main agents of economic growth which create new products, find and develop new methods of production, and allocate other innovations to stimulate economic evolution. Also learn, What is Intrapreneurship? Corporate Entrepreneurship is GELLIFY™s annual flagship event which gathers best-in-class speakers from across the world to talk about innovation. Our topics range from corporate venture capital, new business profitability, corporate startup valuation, and so much more! There will be inspirational keynote speeches and lively panel discussions by seasoned industry leaders and cutting-edge researchers.