

***PERSONALITY OF ENTREPRENEURS /  
INTRAPRENEURS***

# AN ENTREPRENEUR'S PROFILE



# *THE PSYCHOLOGICAL VIEW*



## **Schumpeter's entrepreneur possesses 3 Qualities**

1. Capacity to see things in a way which afterwards proves to be true
2. A Kind of Effort of will and mind to overcome fixed habits of thinking
3. The Capacity to surmount social opposition against doing something new

*An entrepreneur is basically an innovator who introduces something new into the economy.*



## *HAGEN – WITHDRAWAL*

- Displacement of a traditional elite group from its previous status by another traditional group by physical force.
- Denigration of value symbols through some change in the attitude of the superior group.
- Inconsistency of status symbols with a changing distribution of economic power
- Non- acceptance of expected status on migration to a new society



## *MC CLELLAND*

Three types of needs at any given time, which are:

- Need for achievement (get success with one's own efforts).
- Need for power (to dominate, influence others)
- Need for affiliation (maintain friendly relations with others).

***The need for achievement is the highest for entrepreneurs.***



# *SOCIOLOGIST VIEW*



## **Max Weber & Cochran**

- The adoption of exogenously supplied religious beliefs
- Focus on cultural values , role expectations and social sanctions
- Entrepreneur represents society's model personality

Performance includes 3 factors

1. Attitude towards his occupation
2. Role expectation
3. Operational requirements of the job



# *ECONOMIC VIEW*

- **G.F. Papanek and J.R.Harris**
- The economic incentives are regarded as sufficient conditions for the emergence of industrial entrepreneurs



# *MANAGERIAL VIEW*

- Emphasizes on Perception of Market opportunities
- Operational Skills to run an enterprise





# *INTRAPRENEURS*



# *INTRAPRENEURS*

- Whereby an Organization seeks to expand by exploring new opportunities through new combination of its existing resources
- It's a tool for stimulating and capitalizing
- It gives managers of a corporation freedom to take initiative and try new ideas

Eg: Chocolates Brands



# AN INTRAPRENEURS PROFILE





Vision

Motivation

Skills

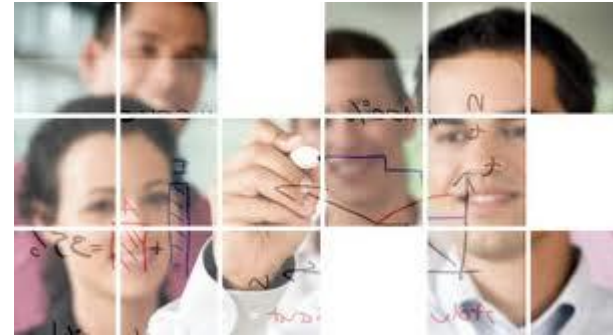


Locus to Control ,  
risk & Status

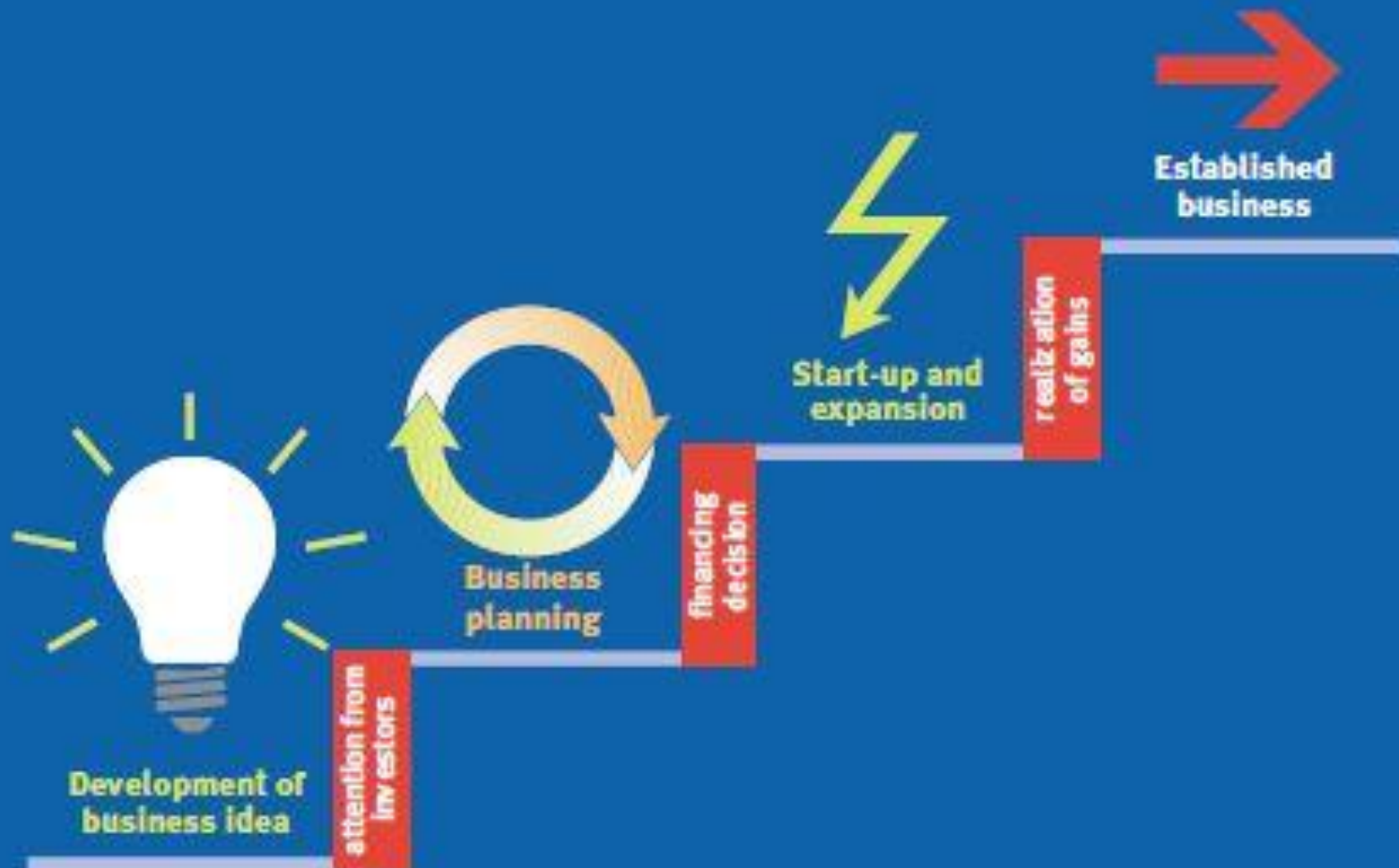


# *CREATING INTRAPRENEURIAL ENVIRONMENT*

- Research & Development
- Funding
- Creating a Climate
- Training
- Reward System
- Multi – Disciplinary Team
- Commitment



## Development process





***Business Plan Task – IT Lab Activity***



A tall, slender green leaf rises from a field of shorter, similar leaves. The background is plain white.

***BREAK TIME : 15 Min.***





***INNOVATION***  
***&***  
***ENTREPRENEURSHIP***

# INNOVATION

- ❖ *Innovation and competitiveness have a dynamic, mutual relationship.*
- ❖ *Innovation thrives in a competitive environment and in turn, plays a key role in the achievement of such an environment.*
- ❖ *Innovation generates economic value, new jobs in the economy and cultures of entrepreneurship.*



instinctively breaking use def work remember Prasad levels  
expectations leaving forward sustaining tools society thought exhaustive order result existence change unconventional  
small granted means important following great distinctions plan visualizes achieve expression  
understanding human trying challenging responsibility thinking new live secret adults solvable environment world iPhone people  
need contrast precision staggering introductions attribution things little ideas concept leaps define problem tells positive  
imaginative invalidate impact products post children allows examples believe development coming know food happen  
methods device covers pursuit better define problem tells positive direction

# INNOVATION INTENSITY

‘Innovation Intensity’


(i.e. the percentage of revenue derived from products/ services which are less than 3 years old) has increased for large firms and SMEs, with SMEs registering a greater increase in Innovation Intensity than large firms.



# INNOVATION

*‘Innovation is defined as a process by which varying degrees of measurable value enhancement is planned and achieved, in any commercial activity by the introduction of new or improved goods, services and processes’.*

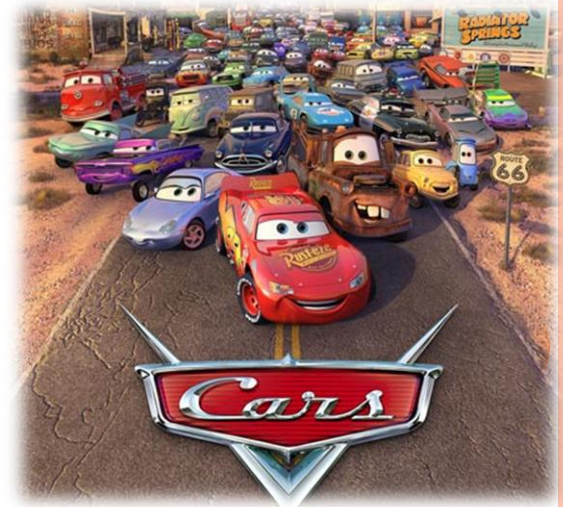


A 3D grid of blue cubes is shown, with one cube in the center being white and glowing. The text is overlaid on the top half of the image.

***“Innovation is the ‘necessary core competence’ to remain competitive in this new landscape”.***

# INNOVATION & PROFITS : JOSEPH SCHUMPETER'S THEORY OF PROFITS & BREAKING OF THE CIRCULAR FLOW

- **Reduce the cost of Production**
- **Increase the demand for the product**







# ROLE OF AN INNOVATOR



To Perform his economic functions, the entrepreneur requires 2 things:

- The existence of technical Knowledge to produce new products
- The power of disposal over the factors of production in the form of finances



# INSTILLING ATTITUDE FOR INNOVATION

- Encourage Creative Conflict
- Big Ideas come from small teams
- Learning happens away from the desk
- Understanding the product's user
- Live in Future
- Failures sometimes produce innovation
- Join prototyping to Brainstorming for fast – track Innovation Results

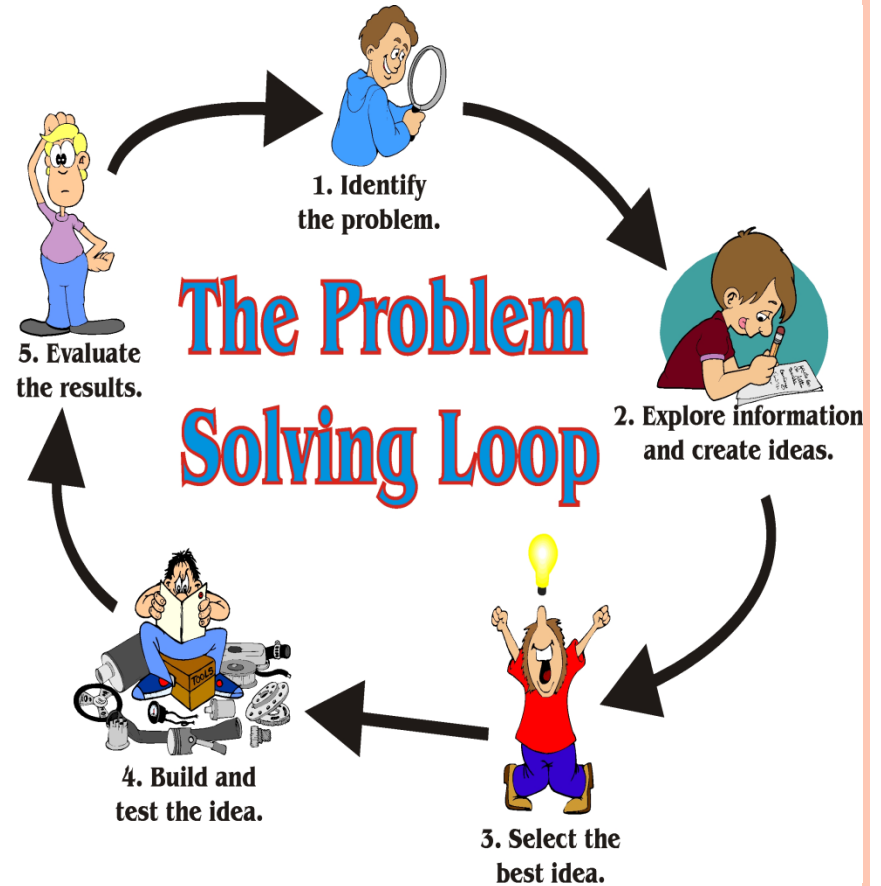


A collection of light bulbs hanging from thin wires against a black background. On the right side, one bulb is illuminated, casting a bright glow and creating a lens flare effect. The other bulbs are unlit and arranged in a scattered pattern on the left and center.

**PROJECT LEADER'S MANTRA**

# PROJECT LEADER MANTRA

- Understand
- Observe
- Visualise
- Evaluate
- Implement
- *Team need Leaders and mentors. They don't need bosses*
- Fresh ideas occurs faster in a fun workplace



# SOURCES OF INNOVATION – PETER F. DRUCKER

## **In Company or Industry**

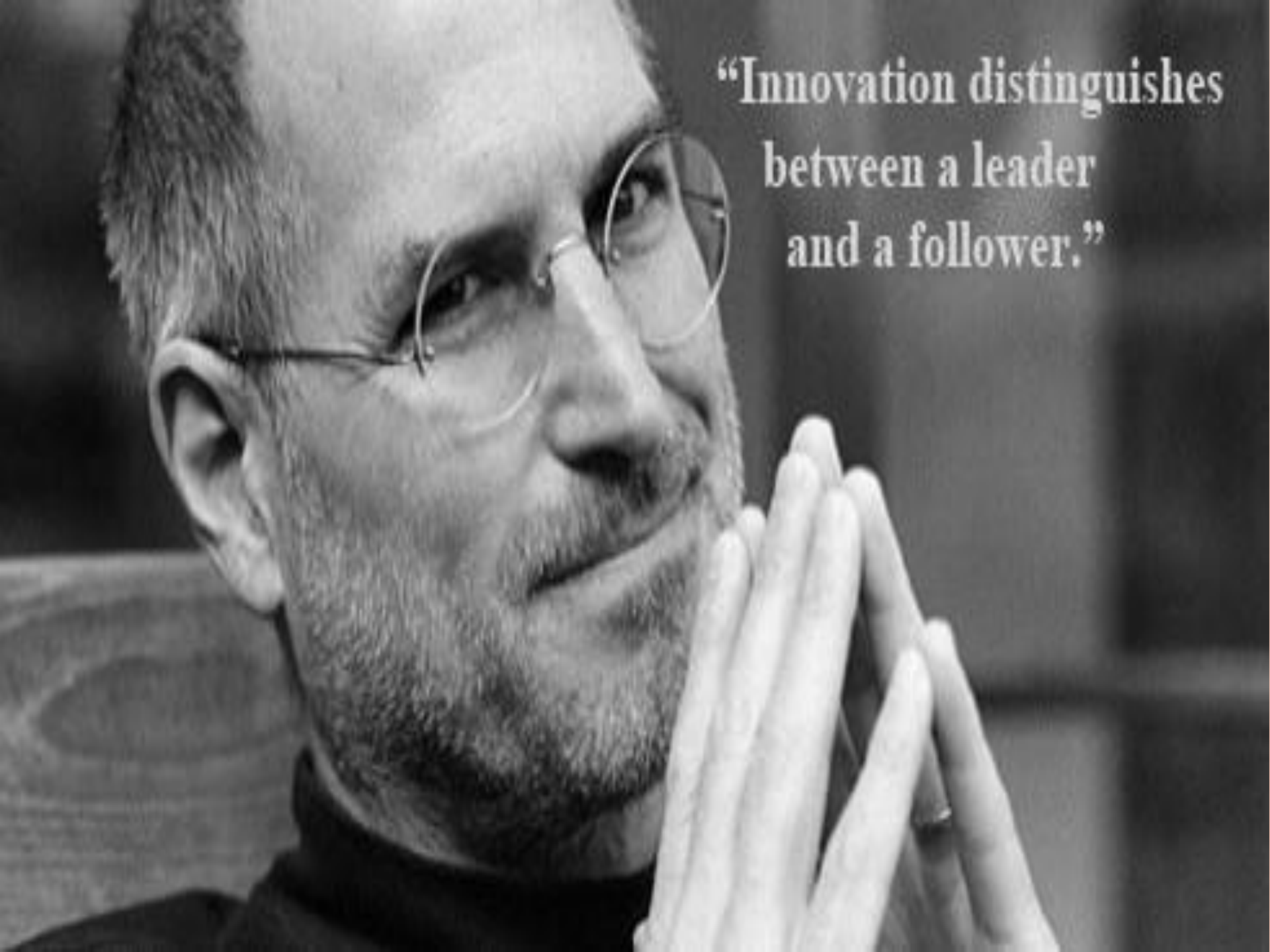
- Unexpected Occurrences
- Incongruity
- Process Needs
- Industry & Market Changes



## **In Social intellectual environment**

- Demographic changes
- Changes in perception
- New Knowledge



A black and white close-up portrait of Steve Jobs. He is wearing his signature round glasses and has a slight smile. His hands are clasped together in front of his chin, with fingers interlaced. The background is dark and out of focus.

**“Innovation distinguishes  
between a leader  
and a follower.”**

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